

# American Made Furniture Maker & Overseas Competition

## *Factory Man*

Most people know little about the furniture business and Vaughn Basset is not a “small business” owner but his story is an awesome example of David vs. Goliath in the entrepreneurial arena.

An instructive and inspirational example of problem solving for aspiring entrepreneurs in any industry grappling with the issue of stiff competition.

Basset had to figure out how to position his made in America furniture company to compete against a flood of cheaper overseas products that began flooding products made overseas that flooded the U.S market.

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Author Beth Macy recounts in a laughter-filled talk how she literally had to trudge through muck to write the story of the tough colorful businessman with a sense of duty. But the impact on the town and the lives of workers is also a sobering result of the Basset furniture company’s hard times and successes.

### **Reference**

BookTV.org...About 90 Minutes

Beth Macy & Vaughn Bassett

<http://tinyurl.com/mylu67f>