

Research on the Economic Development Model Based on the Integration and Mutual Promotion of "Small Stores and Street Stalls": A Comprehensive Investigation Report



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Abstract: As China's economic growth slows, the individual economy has experienced a notable upsurge. A growing number of market entities are shifting their focus toward micro and small-scale enterprises, drawn by their low investment requirements, limited risk exposure, and rapid returns. This trend has given rise to widespread manifestations of the "small store economy" and the "street stall economy." However, operating in isolation, these models remain vulnerable to constraints such as spatial limitations, operational scale, and income instability. Therefore, integrating and mutually reinforcing these two forms—creating a more structurally sound, scalable, and income-stable microeconomic framework—has emerged as a critical challenge requiring further exploration. Through a three-month operational case study combining one small business (a hair salon) with a street stall (offering children's handcraft entertainment), this paper systematically documents key aspects including development trajectory, revenue performance, consumer demographics, and spatial utilization. Based on this empirical analysis, the study identifies a viable pathway for the synergistic development of the "small store + street stall" model. The findings offer both theoretical insights for research on micro and small economies and practical guidance for market participants seeking sustainable entrepreneurial strategies.

Keywords: small store economy, street stall economy, economic behavior, integrated development, investigation report

1. Introduction

On July 14, 2020, the Ministry of Commerce and six other departments jointly issued the "Notice on Promoting the Development of Small Store Economy", which clearly pointed out that the development of small store economy is of great significance in promoting employment, expanding consumption, enhancing economic vitality, improving people's livelihood services, and meeting people's aspirations for a better life (Shengbing, 2021). In addition, the report of the 19th National Congress of the Communist Party of China in 2020 explicitly stated that "employment is the greatest

livelihood" (Xiaoja, 2021). When Likeqiang inspected Yantai, Shandong Province, I praised the street vending economy twice, stating that it is a major source of employment, a symbol of the vitality of the people, and an existence as important as high-end industries, representing the vitality of China. After the epidemic, the global economic growth rate slowed down, and China's economy shifted to an internal high-quality development model (Lin, 2021). Actively supporting the development of small store economy and street vending economy and other micro and small economic entities has also brought about problems such as fierce market competition

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and serious homogenization (Chang et al., 2003; K. Chen & Crucini, 2016). It is urgent to explore new economic development models to form new growth points.

With the changing economic situation in China, small and micro enterprises have gradually become an important part of the national economy (Lijuan & Yongpeng, 2020). The construction and development of the small and micro economic model is closely related to the support of the macroeconomic environment (Malhotra et al., 2025). On the one hand, it quickly makes up for the deficiencies of the traditional industrial economic model; on the other hand, it also prompts the traditional industrial economy to make adaptive adjustments (Touratier-Muller et al., 2025). It is a relatively active economic force (Toivanen & Jensen-Eriksen, 2024). However, at the same time, the development of small and micro enterprises also faces problems such as difficult financing due to their small scale, weak competitiveness, and shortage of funds, which makes their development full of difficulties (Jian, 2021). Based on this, small store economies and street stall economies, which have relatively low investment and risk and are based on families, have begun to sprout and develop (Dongtao & Weiqing, 2025).

The small stores originated from individual business owners and have undergone an update and transformation with the dual support of policies and the digital economy (Jiayi & Yi, 2020). According to the "Measures for the Classification of Large, Medium, Small and Micro Enterprises in Statistics (2017)" issued by the National Bureau of Statistics, small stores usually refer to individual business owners in industries such as wholesale, retail, accommodation, catering, household services, laundry and dyeing services, beauty and hairdressing, repair, photo printing and enlargement, and delivery services, with less than 10 employees or an annual turnover of less than 1 million yuan for micro enterprises, and online stores with an annual turnover of less than 15 million yuan. The economic form formed by small stores, which promotes mass employment, improves people's livelihood services, and drives diversified consumption, is called the small store economy (Xizhe, 2025). Although the small store economy has continued to thrive under the support of national policies, its development still faces problems such as small business scale, outdated business models, and increased difficulty in urban governance, which restrict its further development (P.

Huimin, 2020). Currently, many scholars have begun to explore possible solutions for the small store economy, such as using network means to innovate business models and integrating cultural and tourism development, which have played a certain role in stimulating the vitality of the small store economy (C. Huimin, 2022; Wenzhan, 2021; Yanan, 2020). However, there is still no clear answer to the future development model of the small store economy. With the development of the night economy, some scholars have begun to focus on the integrated development of the small store economy and the night economy, but they have not mentioned specific integrated development models or directions, which has become a key issue that needs to be urgently addressed (Xiaowei, 2023; Xiufeng et al., 2022; Xulin et al., 2022; Yifu, 2021). In addition, the small store economy also faces problems such as low rental return rates, single business forms and service products, and limited customer reception capacity, all of which have not been effectively solved and further restrict the development of the small store economy (Mengyu, 2021; Yi, 2023).

Street vending, as the name suggests, is a form of economic activity that generates income by setting up stalls on the street. For the general public, street vending is a vivid embodiment of the principle of "putting people first", meeting people's basic living needs. For the country, it not only enriches the sources of economic income but also carries forward the wisdom of the Chinese nation condensed in its culture. The COVID-19 pandemic in 2020 led to an increase in downward pressure on the national economy, and street vending became one of the effective ways to solve social problems such as employment for low-income families, increasing some income, and facilitating the daily life needs of citizens (Kai et al., 2021; Yajuan, 2020). Although the development of street vending has created certain employment opportunities, it is struggling in the wave of e-commerce based on the Internet. Existing research shows that income level, national policies, and macroeconomics have a significant positive effect on the employment choices of street vendors, and have received extensive attention from scholars (Yifu, 2020). They have proposed directions for the sustainable development of street vending from aspects such as improving systems, enhancing the quality of operators, community-based management of street vending, and diversified street vending services. However, most scholars currently only

focus on external factors such as the impact of street vending on the cityscape, infringement of residents' living space, and the lack of effective management mechanisms, while paying less attention to the problems in the development model and operation process of street vending itself (S. Chen & Fang, 2020). For example, the frequent daily transportation in the operation process of street vending severely restricts the activity range of street vendors, causing them to hesitate between the best vending locations and reducing transportation distances, often missing business opportunities; or large facilities and equipment are difficult to move and need to be rented nearby, increasing costs; or how to attract customers is also a long-standing problem for street vendors (Qixin, 2020).

To sum up, the small store economy is faced with problems such as a single business model and high rent pressure, while the street stall economy has inherent development obstacles like difficulties in logistics and warehousing and the inability to attract customers. This article innovatively attempts to combine the small store economy with the street stall economy, leveraging their respective strengths and promoting each other to form a more complete and mature private economic development model.

2. Practical Plan and Data Extraction

To obtain the most authentic data and avoid the problems of inaccuracy and difficulty in verification and evaluation brought about by numerical model simulation, the research team of this paper directly utilized first-hand resources to carry out the practical operation of the "small store economy + street stall economy" model. The main practical plan and process are as follows.

2.1 Business format and location selection

Based on the principle of proximity, previous market research, and the resources available to the research team, to facilitate the research process and the commuting of researchers, this paper selects a commercial container (12.3 square meters) in a nearby urban public green space (a children's activity area) as the location for the "small store", while the street vending space is arranged in the urban public green space outside the store. The surrounding main urban functions of the selected location are residential areas, shopping malls, and primary schools, with moderate pedestrian flow and

residential density, demonstrating universal characteristics (Fig. 1).

Based on the distribution of surrounding business types, the composition of the local population, and the professional skills of the research team members, this study selects a hair salon as the main business of the small store and children's handicrafts and game equipment as the main business of the street stall. Firstly, the hair salon is positioned as a service for the general public, with prices set according to the prevailing quick-cut prices in the area. Secondly, the children's handicrafts and game equipment stall mainly sells handcrafted products such as plaster dolls, snowflake clay paintings, diamond paintings, and digital oil paintings, as well as entertainment equipment like on-site archaeology kits, space sand, game consoles, and small flying fish. At the same time, a refrigerator is placed to sell beverages.

2.2 Practical Period

To obtain as much real data as possible, the members of the research project team allocated their time reasonably to ensure that someone was in the store every day from July 23, 2023 to October 23, 2023, a total of 93 days over three months. This period covered various timeframes including the summer vacation, the Mid-Autumn Festival, the National Day, the period after the start of the school year, as well as weekdays and weekends. It also included different weather conditions such as rainy, sunny and cloudy days, and two different seasons, summer and autumn. This was done to facilitate comparative analysis of the business situation from different perspectives, summarize the operation of the "small store + street stall" model at different times, and provide guidance for potential practitioners.

2.3 Data Acquisition

The business data reports mainly come from the analysis of in-store consumption information provided by WeChat, Alipay and Tianjin Bank's collection assistant. They are summarized daily and then analyzed and visualized using software such as SPASS.

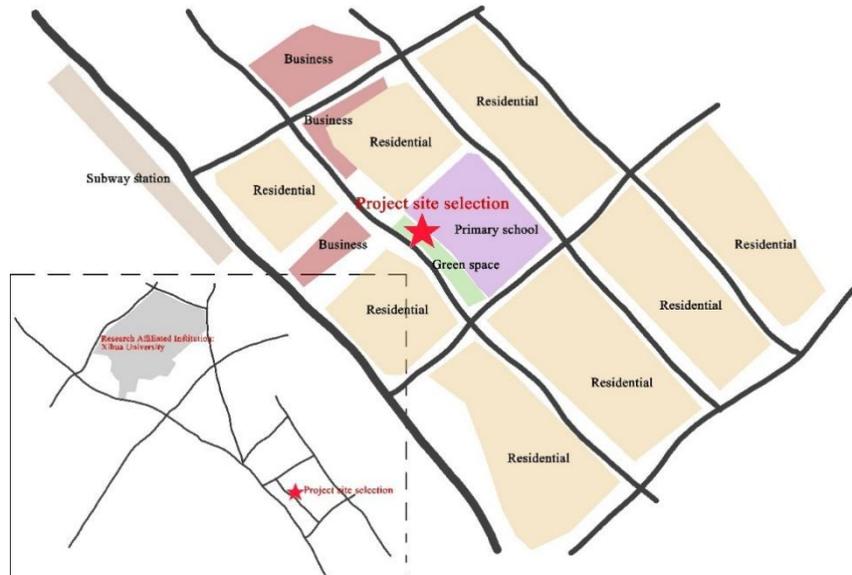


Fig.1. Site Selection of the Practice Project and Surrounding Functional Layout.

3. Results

3.1 Space: The atmosphere creation is conducive to the mutual promotion of small shops and street stalls.

The business model of "small store + street stall" first requires consideration of how to coordinate the spatial relationship between the two. The designers in the research team repeatedly revised the relationship from a spatial perspective and eventually formed a stable spatial layout (Fig. 2). The advantages of this spatial model are mainly reflected in the following aspects:

Continuous interface. Street stalls and small shops are closely linked, expanding the lateral interface and external extension space of small shops. Meanwhile, small shops also provide vertical space support for street stalls, enabling the space to expand both horizontally and vertically and form an agglomeration scale effect.

Mutual promotion. The street stalls attract a large number of children to come and play. The parents who follow them notice the existence of the barber shop, as well as its interior decoration, service items and prices, etc. In this way, the barber shop gets free advertising. In some cases, while children are playing outside, parents get their hair cut, which becomes an ideal combination. On the contrary, as a daily essential service, the barber shop has a relatively stable flow of people, which also increases the popularity of the street stalls. The children

brought by consumers will also spend time playing with the entertainment facilities outside. The two form a positive interaction.

Diverse and rich spatial design. By rationally arranging game equipment and furniture, a variety of spaces can be formed with the small store, such as introverted private spaces, extroverted communication spaces, and linear passage spaces, catering to the needs of different groups of people. This further enhances consumers' spatial experience and boosts the store's popularity.

Composite functional space. The most prominent feature of the street stall economy is its strong mobility, which leads to the daily problem of goods transportation and storage. If the stalls are too far from home, it is necessary to rent a warehouse, which is undoubtedly a burden for the already low-profit business model. The economic model of small store plus street stall can solve this problem very well. At night, all the goods are moved to the barber shop for storage, avoiding the daily process of goods transportation. During the day, all the goods are moved out to set up stalls, which will not affect the operation of the barber shop. Paying one rent can meet the needs of two business models, increasing the rental income. In addition, the barber shop can also provide resources such as tap water and power supply for the street stalls, which is very beneficial to the operating hours and sales of the street stall economy.

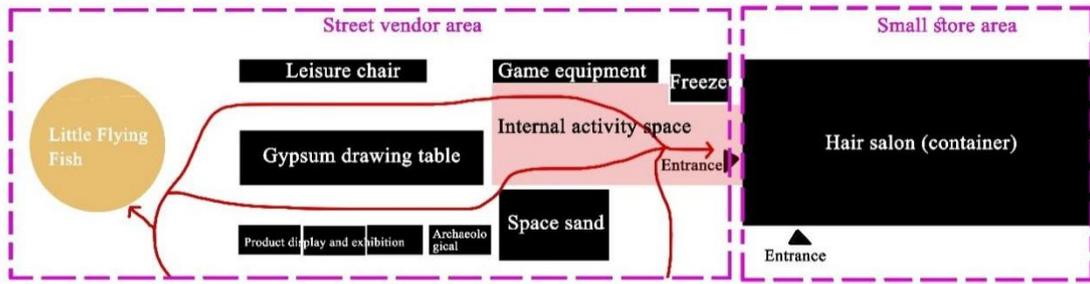


Fig.2. Spatial Organization Relationship.

3.2 Time period: Presenting regular revenue fluctuations

The revenue situation of micro and small businesses is significantly influenced by the volume of customer traffic. In this study, a three-month time span was used to obtain the characteristics of foot traffic at different times, mainly reflecting the impact of various time periods and weather conditions such as holidays and the start of school, weekdays and weekends, sunny and rainy days on revenue.

The impact of the holiday on revenue is relatively small. The temperature in Chengdu in August and September is similar, with hot days and cool nights. Large-scale outdoor activities mainly occur after dinner. Therefore, whether school is in session during the day has little impact on people's consumption outside. As a result, there is no significant difference in revenue between August and

September. On the contrary, due to the increasingly stable operation of the barber shop, the income has actually increased. The revenue in August was 24,097 yuan, and in September it was 26,679 yuan.

The revenue within a week shows regular fluctuations. Affected by the activity patterns of people, there are more customers from morning till night on Saturdays. As Monday is a working day, the number of customers on Sunday night drops significantly and the closing time is advanced. Business is the slowest from Monday to Tuesday. Firstly, people are busy with work at the beginning of the week and have no time to go out for consumption. Secondly, due to the psychological influence of customers, they tend to wait for two days after weekend consumption before going out to spend again. Business starts to pick up on Wednesday and reaches a small peak on Friday night, with the peak on Saturday (Fig. 3-4).

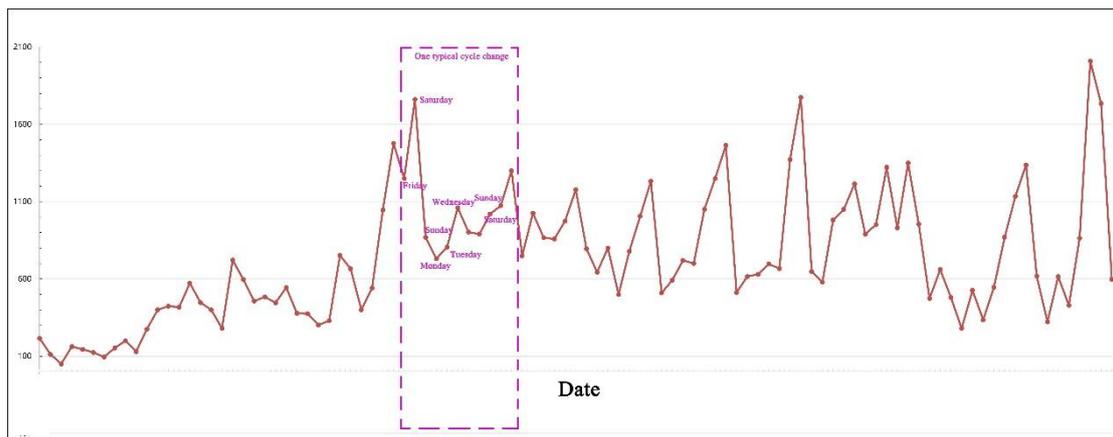


Fig.3. Revenue Analysis by Week Within 3 Months (the abnormal points in the graph are mainly affected by weather conditions)

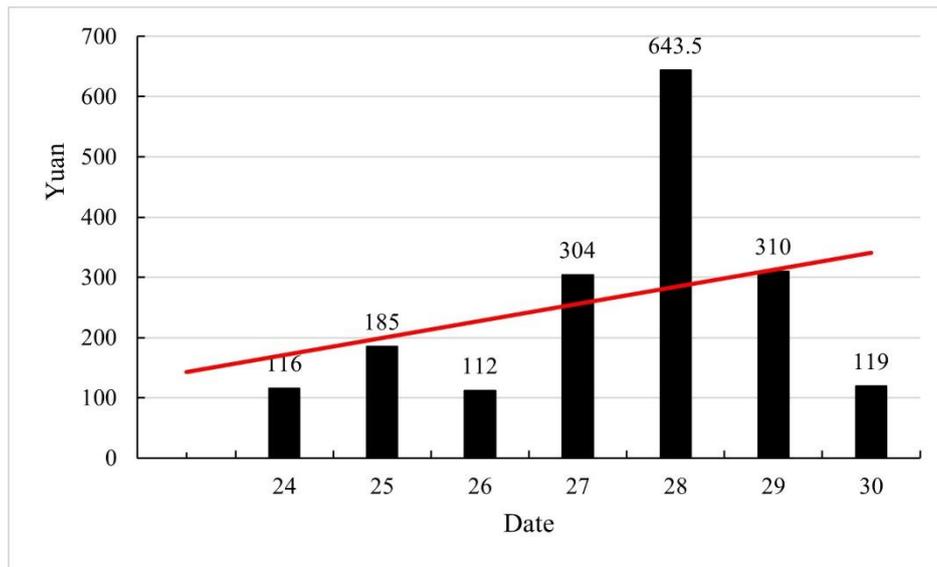


Fig.4. The Trend of Income from Street Vending in A Week of October.

The negative impact of weather on the operation of small shops and street stalls is significant. As mentioned above, adverse weather conditions can disrupt the regular revenue cycle. Rain, strong winds, cold weather and other bad weather can seriously affect people's willingness to go out, leading to a sharp decline in the total number of customers. How to overcome the adverse effects of weather and attract customers has become a key issue that the "small shop + street stall" economic model needs to consider. Generally speaking, the weather from the end of August to the end of September was cool, and

the revenue situation was significantly better than that of the hot July and the gradually colder October. From a specific time period perspective, under the influence of weather, weekends, which should have been at a high level, were instead in a poor business state. For example, on August 4th, 5th and 20th, as shown in Figure 5, there were abnormal revenues due to the influence of weather. In addition, under the influence of storms, business conditions would drop sharply. For instance, on October 9th, the income was only 280 yuan, and on October 17th, it was only 323 yuan.

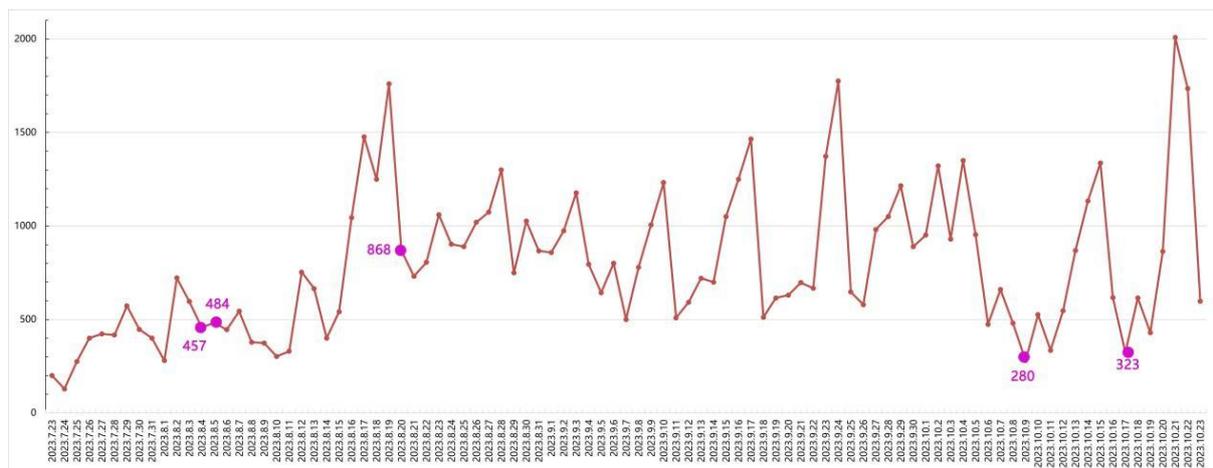


Fig.5. The Impact of Weather on Revenue.

3.3 It takes two months for a stable customer base to form

A stable customer base is the fundamental for

the survival of micro and small businesses. Cultivating loyal customers is the main goal of small store operations and street vending. In this study,

over a period of three months, the number of visits by customers to the store was tallied based on the payment records from WeChat, Alipay, and Tianjin Bank. This enabled the identification of daily customer types (new or regular), age distribution, gender distribution, and other characteristics. A deep analysis was conducted on the customer composition and the formation process of a stable customer base in the "small store + street stall" business model.

Analysis of customer flow and business operations of street vendors. (1) Changes in customer numbers over three months. As shown in Figure 6, the period from July to August witnessed a peak in customer growth. In September and October, the number of customers stabilized within the range of 680 to 700, forming a relatively stable customer base, which is closely related to the surrounding resident

population and their consumption frequency. Additionally, in terms of new and returning customers, the number of new customers gradually decreased, while the number of returning customers steadily increased, indicating that the street vendor's business was relatively successful, capable of attracting repeat customers and gradually forming a loyal customer group. In September, one customer visited the store seven times, spending a total of 174 yuan. The number of customers visiting the store also shows a cyclical change within a week. For instance, during the seven days from October 24th to October 30th, the number of customers was highest on weekends, reaching 46 on October 28th (Saturday), and was lowest on Mondays and Tuesdays, which is consistent with the income curve (Fig.7).

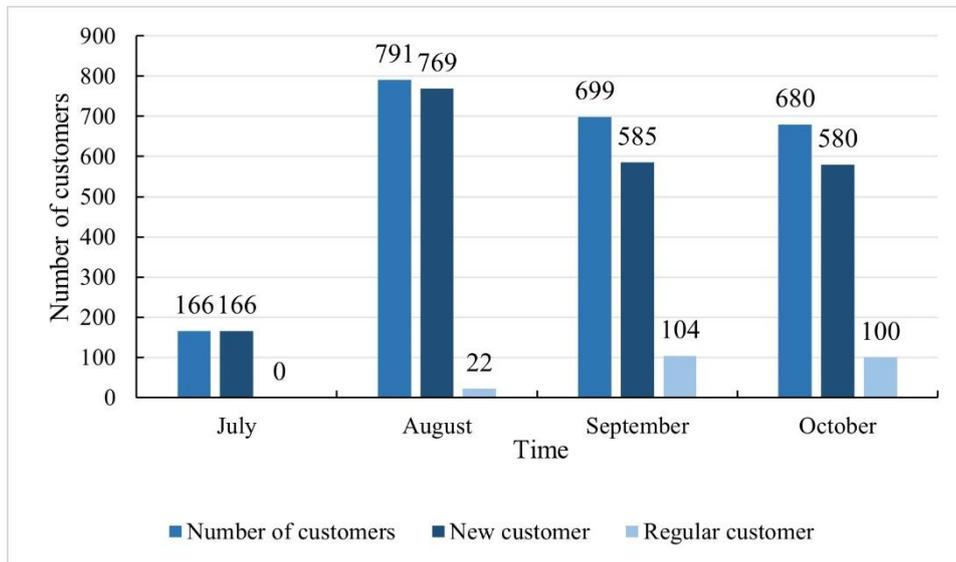


Fig.6. Trend of Street Vendor Customers from July to October.

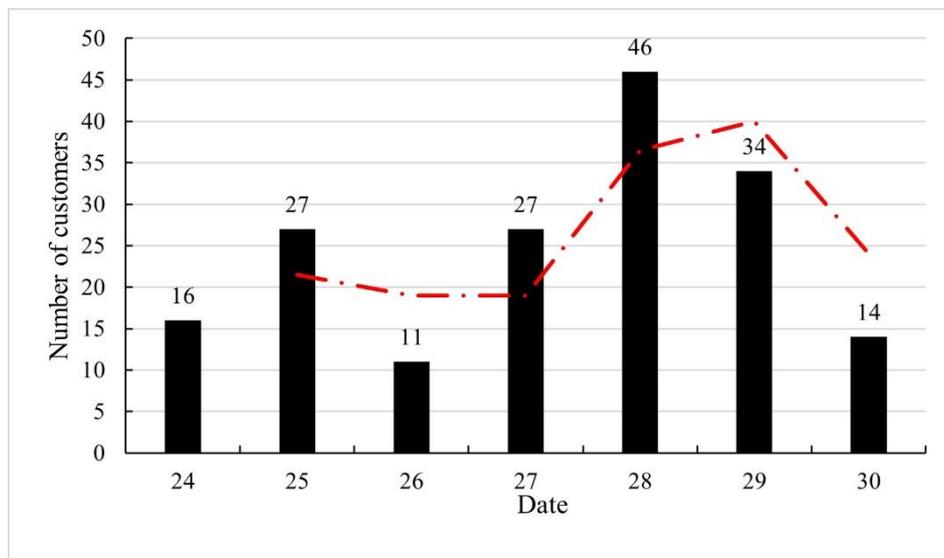


Fig.7. Trend of the Number of Street Stall Customers in One Week.

(2) Gender and age distribution characteristics. The in-store consumer group is mainly female, accounting for 67%, while males account for 33%. This is mainly due to more women bringing children to consume. In terms of age distribution, affected by payment methods (young children under 17 cannot make online payments, resulting in data gaps), the number of children under 17 should not be zero. However, the distribution in other age groups is

relatively true. The main age group is 26-35 years old, mainly consisting of young married women with children around 3 years old and students from nearby universities. This also matches the target audience of the products sold at the street stalls (children's entertainment facilities, creative handicrafts). Research shows that the categories of street stalls should match the needs of the local main activity population to achieve the best returns (Fig.8).

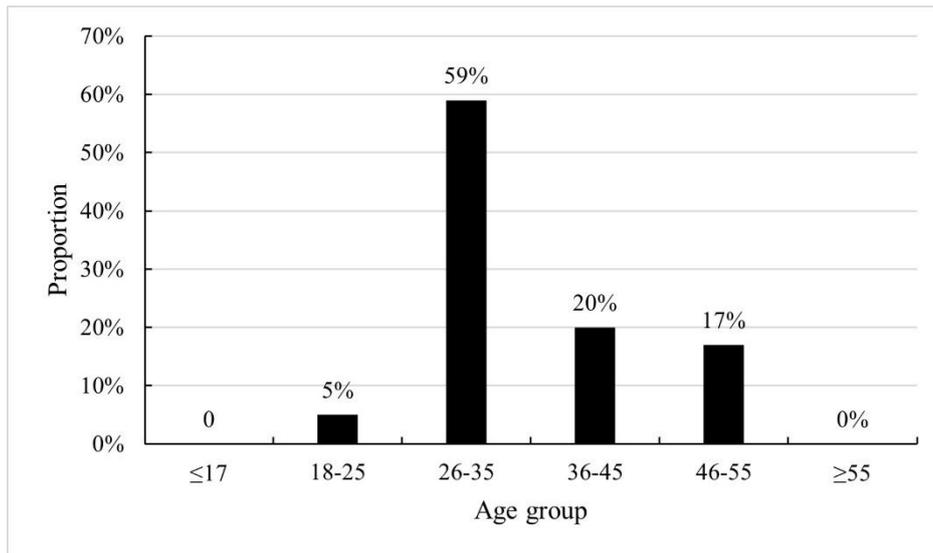


Fig.8. Distribution of Age Groups of Street Stall Customers.

(3) Distribution characteristics of consumption periods. There is a distinct clustering phenomenon in the distribution of consumption periods. Taking the statistics of the number of customers at different times on September 20th as an example, customers mainly appear in four time periods. 10:00 - 12:00 is the "morning rush hour". For children under 3 years old, who do not need to go to school, parents usually take them out at 10:00 in the morning, or they pass by for a purchase on their way back home from the morning market. There are no customers at 12:00 - 13:00 in the afternoon as most families are having lunch and taking a nap at home. The second peak of customer consumption occurs at 13:00 - 15:00 in the afternoon, which is mainly due to parents taking their children out for a walk after their afternoon break.

There are no customers at 15:00 - 16:00 as parents need to go home to prepare dinner. The third peak of consumption occurs at 16:00 - 18:00, mainly due to the flow of people from kindergartens and primary schools closing for the day. There are no customers at 18:00 - 19:00 during dinner time. 19:00 - 21:00 is the last round of customers in a day, mainly due to people taking a walk after dinner. After 21:00, there is basically no activity on the square. Therefore, when coordinating the operating hours of street vendors and small shops, it is necessary to deeply analyze the activity patterns of the crowd and be well-prepared for welcoming customers and preparing materials during the above four time periods to ensure an orderly operation (Fig.9).

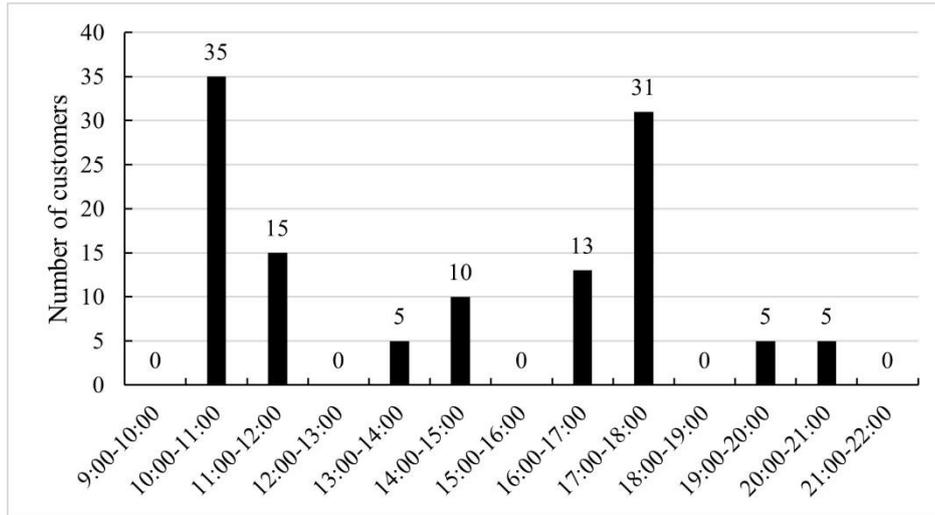


Fig.9. Distribution of Consumption Time Slots for Customers.

Analysis of customer base and business operations of the small store. (1) Customer Composition Analysis. Over the past three months, a total of 1,621 new customers visited the store, among which 1,313 made a single purchase and 308 made multiple purchases, with a repurchase rate of approximately 8%. Specifically, in August, there were 528 new customers and 0 repeat customers, with a repurchase rate of 7.95%; in September, there

were 574 new customers and 137 repeat customers, with a repurchase rate of 8.86%; in October, there were 535 new customers and 133 repeat customers, with a repurchase rate of 8.23%. The research results indicate that August was mainly a period of customer base growth and stabilization, while in September and October, a stable customer base and a loyal customer group of around 130 people were basically formed (Fig.10).

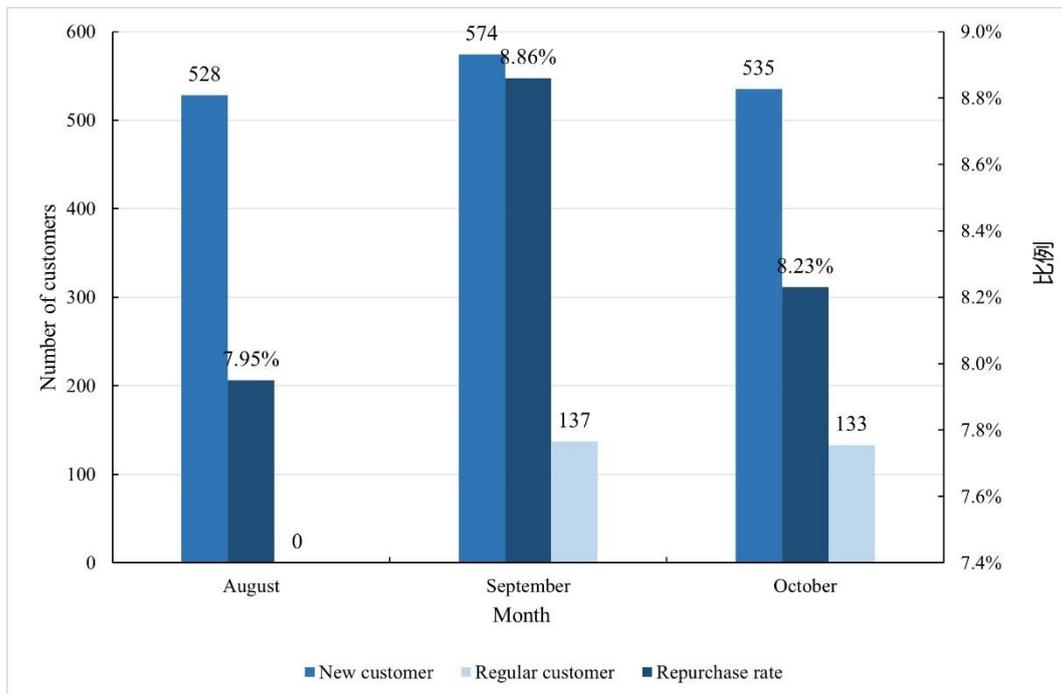


Fig.10. Trend of Customer Numbers in the Small Store from August to October.

(2) Revenue status analysis. A stable customer base determines relatively stable income and its composition. For instance, in September, the revenue

was 12,404 yuan with a total of 786 orders, averaging 15.78 yuan per order; in October, the revenue was 12,023 yuan with a total of 738 orders,

averaging 16.29 yuan per order. It can be seen that both the total revenue and the number of orders were

basically the same in September and October, forming a relatively stable state (Fig.11).

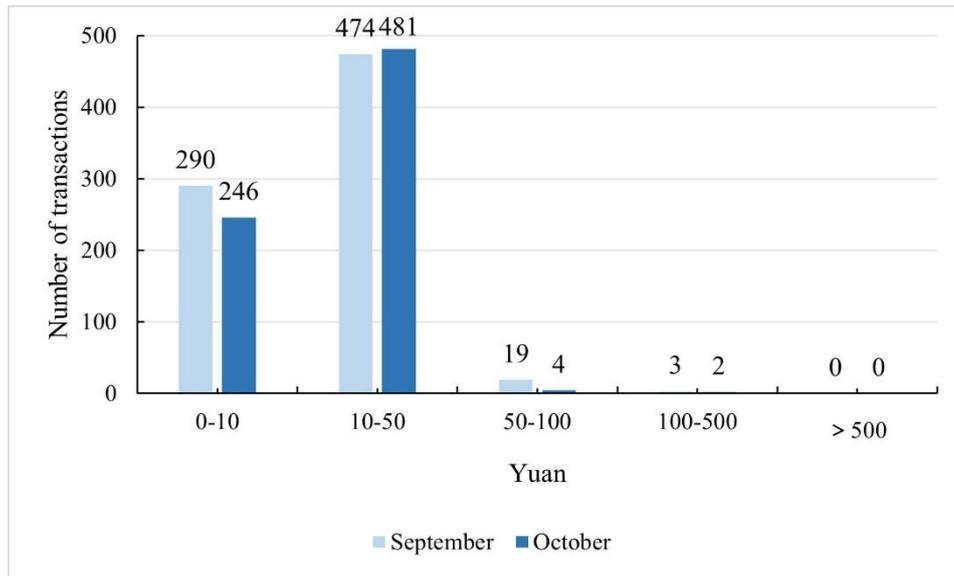


Fig.11. Distribution of Revenue of Small Stores.

To sum up, it takes about 1 to 2 months for street vendors and small shops to adjust their customer base and revenue. Usually, a relatively stable customer base and revenue structure can be formed by the third month.

Correlation analysis of customer sources and business operations of small stores and street vendors. (1) Simultaneous Arrival of Stable Customer Sources. Through the analysis of customer sources for both small stores and street vendors, it is found that July and August are the growth periods for customers. In September and October, both have formed stable customer sources, and the number of regular customers remains relatively stable. It can be seen that, on the one hand, it takes about 1-2 months for the stable customer sources of micro and small economies to form. On the other hand, the integration model of small stores and street vendors can achieve synchronized business operations.

(2) There is a synchronicity between the distribution of customers and the distribution of consumption time. The spatial pattern of the two being closely interdependent and their business hours being synchronized have led to a high degree of synchronization in terms of customer sources and consumption time. The main customers of the barber shop are students and parents of students in the surrounding area, which is the same as the main customer type of the street vendors. The peak hours

of customer flow in the barber shop occur in the morning and evening, which coincides with the peak hours of the street vendors. Thus, it can be seen that the degree of synergy and integration between the two is very high.

3.4 Revenue: Exhibits a stepwise growth pattern

During the project implementation process, to verify the stepwise characteristics of customer growth and revenue growth, services and experience projects were gradually added in a step-by-step manner. With each addition of a project, the revenue would enter a new level, presenting a typical stepwise growth feature. Especially for the street stall economy, it is necessary to constantly innovate to continuously attract customers. In this study, at the beginning of the project, there was only one item for sale, the gypsum doll. On July 30th, four children's game devices were added. On August 3rd, on-site archaeology was added. On August 16th, the small flying fish game device and the space sand entertainment project were added. It is clearly visible in Figure 12 that after adding one facility or service, the revenue shows a leap-like increase.

The average daily revenue was 357.87 yuan from July 1st to July 30th, 467.33 yuan from July 31st to August 2nd, 522.42 yuan from August 3rd to August 16th, and 1,051.62 yuan from August 16th to August 31st, showing a clear upward trend (Figure 12).

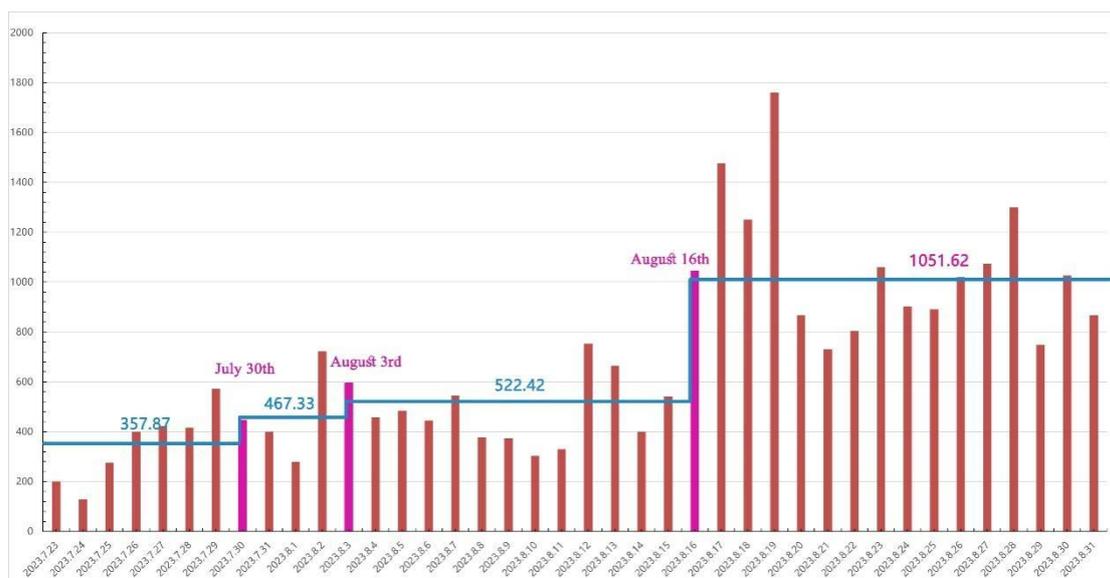


Fig.12. Revenue Shows a Stepwise Leap Growth.

4. Discussion

4.1 Spatial pattern: continuous interface, emphasizing enclosure

The openness and continuity of the horizontal interface. The open side of the street stalls should align with the front of the small shops to form a continuous open space, making it easier for customers to spot the stores and stalls through the wide view and thus attracting more foot traffic. Additionally, attention should be paid to the integrity of the space. The layout of the street stalls should be in line with the small shops, arranged in parallel, with varying heights, creating a visually neat and orderly yet lively and dynamic effect.

Enclosure of diverse spaces. By using street stall furniture and small store buildings, a variety of outdoor spaces can be formed. Spaces of different natures, such as enclosed, semi-enclosed, and private ones, can provide appropriate venues for the activity needs of different groups of people, offer places for rest, and become the "base" for customers' outdoor activities, thereby enhancing the popularity of small stores and street stalls. In addition, the rich spatial features will also stimulate people's interest aesthetically, avoiding aesthetic fatigue and providing a sense of novelty and exploration.

Emphasize the creation of a lively atmosphere. By closely integrating the small store and the street stall spaces, a more lively atmosphere can be created. Customers at the street stalls can gather in front of the small store, thereby increasing its popularity;

conversely, customers coming in and out of the small store will pass by the street stalls, increasing the chances of consumption. Humans are social animals; the livelier the place, the more attractive it becomes, and the more people will gather, creating a continuous upward spiral. Therefore, using elements such as furniture, lighting, and sunshades in both the small store and street stall spaces to form a covered, relatively comfortable, bright, and lively scene is beneficial for increasing the foot traffic of both the street stalls and the small store.

4.2 Business model: Emphasizing complementarity and focusing on synergy

Small stores should control their scale and investment, with essential services being the best choice. These stores need to undertake the main function of serving customers, so they should offer services with strong purposefulness, such as haircuts, tailoring, and repair services that are closely related to basic needs like clothing, food, housing, and transportation. The scale should be controlled at around 10 to 20 square meters to create a compact space, reducing rental costs. The initial decoration investment should be kept within about 50,000 yuan to ensure that the investment can be fully recovered in the first quarter. Businesses like restaurants that generate a lot of grease or pollution are not suitable for this model, as the resulting contaminants can affect the customer experience at the street stalls.

Street stalls should mainly offer service-oriented products with a rich variety.

Affected by the convenience of online shopping, the development of the real economy is facing numerous difficulties. It is necessary to break the conventional mold and shift the service direction. While it is easy to obtain ready-made products online, it is difficult to get involved in the process and experience it. Therefore, street stalls should mainly sell services. For instance, in this study, the street stalls offer products such as gypsum dolls, on-site archaeology, space sand, and children's entertainment equipment, which are either unavailable online or too costly to obtain through online channels. Moreover, product diversity is crucial. Street stalls should provide customers with products of different prices and types. In this study, for example, in the hand-painted creation section, multiple varieties such as oil paintings on colored backgrounds, gypsum paintings, diamond paintings, snowflake mud paintings, and digital oil paintings are offered for customers to choose from.

Complementary and Coordinated Development of Small Stores and Street Stalls. In the selection of business formats for small stores and street stalls, attention should be paid to requirements such as functional complementarity, customer complementarity, and style coordination. For instance, if a small store emphasizes a quiet atmosphere, then the street stalls should be suitable for quiet activities and should not place equipment that generates noise or host large-scale gatherings. Additionally, the customer base of small stores should be a potential source of customers for street stalls, and vice versa. In this study, for example, customers are mostly families with children. Parents can get their hair cut in the store, while children can consume at the street stalls. This not only provides convenience for customers but also increases the probability of their consumption.

4.3 Business model: Stabilize customer base and focus on innovation

Cultivate loyal customers. First, satisfy customers with high-quality service to increase repeat customers; second, offer additional services such as free tissues, hot water, and seats to make customers feel at home and turn the place into a regular base for their activities; third, attract customers by creating a comfortable space, such as adding sunshades, providing air conditioners and fans, and creating spaces for communication and activities, so that customers can consume more comfortably.

Always changing and always new. For the street stall economy, the same type of products can easily make people feel bored. Therefore, it is necessary to constantly update or add service contents. As mentioned in this study, every time a new service facility is added, the revenue will rise to a new level and then gradually stabilize. Therefore, in street stall operation, it is necessary to frequently replace novel products to continuously attract customers.

5. Conclusion

Through a three-month project practice, this research innovatively explored the development trajectory and revenue characteristics of the "small store + street stall" business model. By summarizing a large number of experiences and lessons, it has distilled a "small store + street stall" integrated development model that simultaneously emphasizes enclosure, synergy, and innovation. The research shows that continuous interfaces and enclosed spaces can create a more compact and livelier atmosphere, increase the popularity of small stores and street stalls, attract more people, provide a fixed place for communication, and become a regular social venue for customers, which is conducive to cultivating loyal customers. Synergistic cooperation between the two types of businesses can mutually promote their development. The overflow of small store services or customers can be absorbed by street stalls, and the foot traffic brought by street stalls can be directed to small stores for consumption, forming a virtuous cycle. Unchanging services and products will cause customer boredom. Therefore, the spatial composition should be updated in a timely manner to bring a sense of novelty to customers, and service contents should be updated at appropriate times to provide different consumption experiences. Sales products should also be updated appropriately to keep customers feeling new and excited. The implementation of this research not only integrates the current small store and street stall economy under the downward economic trend but also proposes an economic development model of "small store + street stall". While solving the development predicaments of both, it takes advantage of their complementary strengths and offsetting weaknesses, achieving an effect of "1 + 1 > 2". The research results formed in this study can provide specific practical guidance for relevant practitioners and theoretical references for policy makers.

Acknowledgement

This study is funded by National Natural Science Foundation of China[52508084]; Beichuan Qiang Autonomous County Emergency Management Training Institute[MY2025ZX237]; Northwest Sichuan Ecological Economic Development Research Center of Sichuan Minzu University[CXBSTJJ202506]; The Research Center for Economic, Social and Cultural Development of the Qinghai-Tibet Plateau[2025QZGYB002].

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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How to Cite: Gui, Y., & Lin, L. (2026). Research on the Economic Development Model Based on the Integration and Mutual Promotion of "Small Stores and Street Stalls": A Comprehensive Investigation Report. *Journal of Global Humanities and Social Sciences*, 7(1), 39-52
<https://doi.org/10.61360/BoniGHSS262019580105>