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September 25, 2008, 9:05 am

Five Businesses to Start in a Bad Economy

Posted by Simona Covel

It's a tough time to start a business, no doubt. But many experts point out that businesses started during recessions may do well, because if you can make it in a recession, you can definitely make it during the good times that will follow. As a [story written during the 2002 downturn](#) points out, General Electric, HP and Sun Microsystems all were started during economic downturns.

So, what should you do now? Well, a [recent story in the Cincinnati Enquirer](#) offers five categories where new businesses may be able to gain a foothold, even during these uncertain times.

- 1. Green businesses.** That could mean eco-friendly retail items, organic food or socially responsible coffee.
- 2. eBay Stores.** During difficult times, people are likely to start hunting for deals, and eBay is a popular hunting ground.
- 3. Thrift and consignment stores.** Same philosophy as eBay - low-cost items are likely to sell well in a sluggish economy.
- 4. Car-repair shops.** With gas prices high and the economy weak, people are liable to hang onto their cars, rather than trading them in for a new model every three or four years, creating lots of opportunity for automotive repair.
- 5. Scooter sales.** It's no secret that sales of Vespas and other high-mileage scooters have marched higher in recent months. That's an opportunity for those that sell them.

Would you consider opening any of these businesses? Do you think these sound like fads, or real opportunities? Where do you see the opportunity right now?

Photo: Getty Images

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i think the print industry will get a lot more attention from small, and large business owners. also, musicians and artists trying to keep in public eye...start a printing company! or order from phillyprint.com

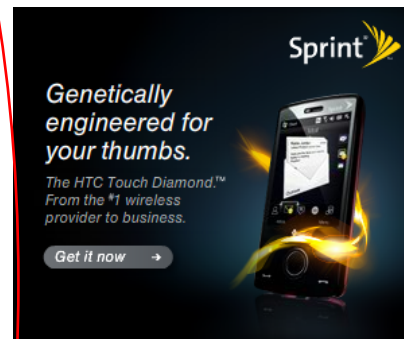
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Independent Street covers the aspirations, quirks and unique challenges and opportunity of entrepreneurship. The Journal's **Kelly Spors** is the lead writer. After three years of covering personal finance, Kelly became a small-business reporter for The Journal in 2006. She also pens a question-and-answer column called Small Talk and organizes the Journal's Top Small Workplaces project. Kelly grew up in Minneapolis and graduated with degrees in journalism and political science from the University of Wisconsin in Madison. If you have a comment or topic suggestion for Kelly, please email independentstreet@wsj.com.

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