Retail Business: Entrepreneur's Step-by-step Startup Guide

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Newly updated & revised! Wal-Mart. Lowe's. Whole Foods Market. The Gap. All these mega-chains started with one neighborhood location and grew to be retail giants. And there is always room for more. If you have a knack for spotting trends, a retail store could be your ticket to the top--and our guide is the place to start. We give you the inside scoop on how to start and run a retail business. You will learn what works, what doesn't, and how to avoid the common pitfalls that sink many would-be retailers. Plus, you get a bonus section featuring an in-depth look at how to start three of the most popular types of retail businesses: the clothing boutique, the specialty food store and the gift shop. You'll also meet successful retailers and retail experts from across the country who'll share with you proven tips and advice for hitting it big in this dynamic industry. Could the small store you start today be the next big retail chain success story? Order our guide and find out. Whether you want to be the next retail giant or open a small boutique, this essential guide covers everything you need to know. Successful retailers and retail experts nationwide divulge their proven tips and advice on topics such as: Selecting merchandise that will fly off the shelvesDesigning your store to welcome customers and encourage purchasesDay-to-day operations, from running the cash register to computing daily profits Tracking inventory and preventing theft Hiring great employees and training them to provide stellar customer serviceSetting prices to maximize profitsAnd more!Each chapter is divided into manageable sections on every aspect of starting and operating a retail product or service business. We even included some brainstorming questions to ask yourself to stimulate creative solutions to the particular problems you may face. Could the small store you start today be the next big retail chain success story? The First Three YearsIn addition to industry specific information, youll also tap into Entrepreneurs more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving your exactly what you need to survive and succeed. Plus, youll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. Pin

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