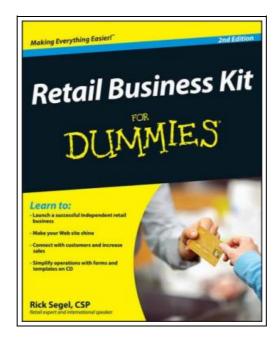
# Retail Business Kit For Dummies (Paperback)



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# Reviews

Comprehensive guide! Its this sort of very good go through. It generally is not going to price too much. Its been designed in an remarkably basic way which is simply following i finished reading this pdf where really changed me, affect the way i really believe.

(Prof. Jeremie Blanda DDS)

# RETAIL BUSINESS KIT FOR DUMMIES (PAPERBACK)



John Wiley and Sons Ltd, United Kingdom, 2008. Paperback. Condition: New. 2nd Edition. Language: English. Brand New Book. Whether you re a novice or a seasoned retail entrepreneur, Retail Business Kit For Dummies shows you how to start and run your business in today s retail marketplace from your original dream and the day-to-day operation to establishing a connection with customers and increasing your sales, both on the Web and at a brick-and-mortar shop. In this practical, how-to guide, retail expert Rick Segel shares his expertise and reveals what it takes to be successful. You ll get a handle of the basics of launching and growing your business, from writing a business plan and finding a great location to hiring and keeping great staff. Find out how to meet and exceed customer expectations, create a positive shopping experience, provide top-notch customer service, and earn customer loyalty. Discover how to: Launch a successful independent retail businessCreate a Web site that shinesConnect with customers and increase salesHandle legal and accounting issuesDesign stores that really workPractice the 10 keys to retail sellingUse management practices proven in the trenchesMake visual merchandising work for you Make your new venture succeed beyond your wildest dreams with a little help from Retail Business Kit For Dummies! Note: CD-ROM/DVD and other supplementary materials found in the print version of this title are not included as part of eBook file.

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