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The Retail Champion: 10 Steps to Retail Success

By Clare Rayner

Kogan Page. Paperback. Condition: New. 224 pages. With both small and large retailers collapsing, consumer confidence is at an all time low. The Retail Champion provides a practical ten step method showing independent retailers how to map out a unique plan so that they can thrive, even in uncertain times. Clare Rayner, known as The Retail Champion, provides the tools, techniques and motivation needed to succeed in the highly competitive retail market. Readers will have access to a range of downloadable resources such as business plan, range plan, promotional plan and cash flow plan templates that allow readers to work along with the steps they read about in the book. Rayner offers advice on key topics, such as defining goals, pricing, promotions, customer engagement, business planning and organizational structure. Aimed at small retailers who are serious about growing their business, The Retail Champion is equipped with case studies, examples, templates and the knowledge and skills needed to make a retail business a scalable, saleable enterprise. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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