



## Start Your Own Retail Business and More

By Entrepreneur Media (COR)/ Linsenmann, Ciree

Pgw, 2015. Paperback. Book Condition: New. 4. 17.78 x 22.86 cm. "Entrepreneurs interested in opening a retail business find the tools, tips, and practical advice needed to plan for and open a successful retail store. Readers receive an overview of the market and are guided through the steps of planning and managing a store with the help of valuable, real-world examples from successful retail owners. From the traditional brick-and-mortar to the online-only stores, the experts of Entrepreneur offer an insider's look at creating a stable, cost-effective, and profitable business with long-term growth. Readers learn how to: pick the right retail outfit for their products or services (brick-and-mortar vs. online-only shops); analyze the market, assess the competition, and evaluate consumer demand; choose a location, design a retail space, and find the necessary floor and back-end equipment; assess startup costs, develop a business plan, find the right suppliers, and manage inventory; hire the right team and manage customer service; calculate the competitive advantage with pricing strategies and marketing that maximize profits, and calculate discounts that take profit loss into consideration; capitalize on emerging consumer trends like Pinterest, Twitter, and Instagram; create synergy between brick-and-mortar and online components; set store policies: hours, credit, customer service, security,...



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