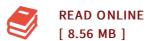




Retail Business Kit For Dummies (2nd Revised edition)

By Rick Segel

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Retail Business Kit For Dummies (2nd Revised edition), Rick Segel, 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-andmortar 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 business * Create a Web site that shines * Connect with customers and increase sales * Handle legal and accounting issues * Design stores that really work * Practice the 10 keys to retail selling * Use management practices proven in the trenches * Make visual...



Reviews

This ebook is definitely not effortless to start on studying but extremely enjoyable to read through. It can be loaded with knowledge and wisdom You will not feel monotony at whenever you want of your time (that's what catalogs are for concerning should you request me).

-- Vincenzo Collins

Extensive guideline for book fanatics. Sure, it is engage in, nonetheless an amazing and interesting literature. I am effortlessly can get a delight of studying a composed pdf.

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