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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-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 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...



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