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## Retail Business Kit For Dummies (Paperback)

By Rick Segel

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 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 merchandising work for you \*Make your new venture succeed beyond your wildest dreams...



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