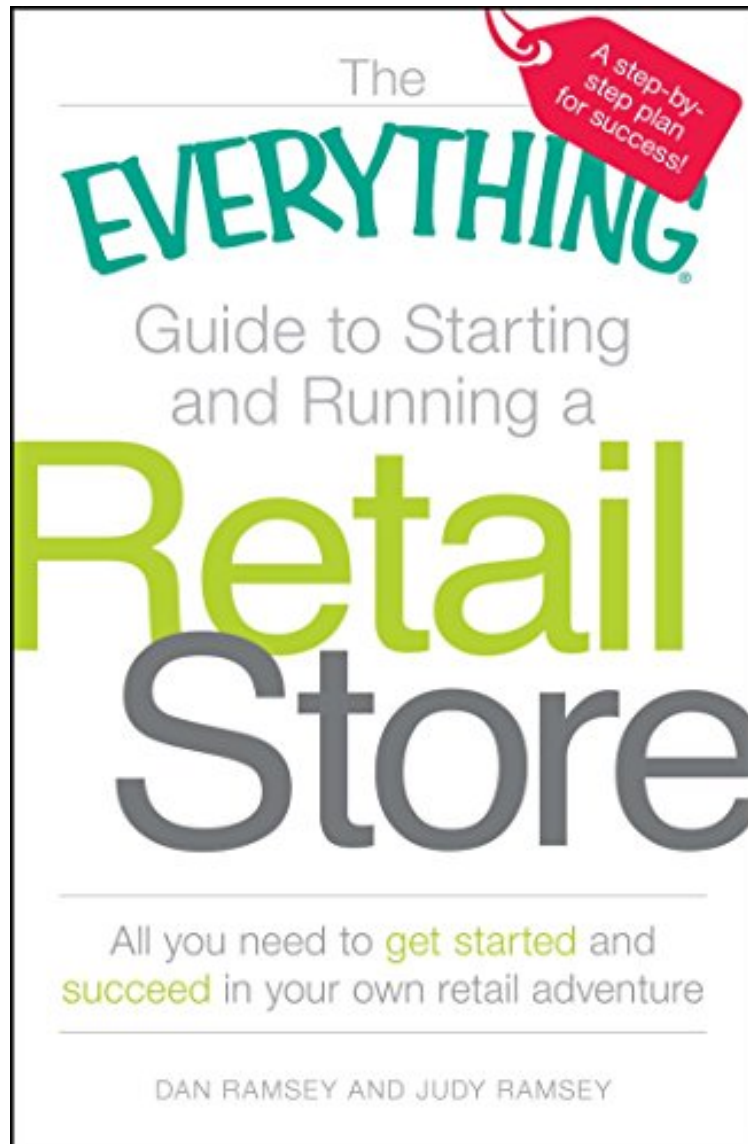


[Mobile book] The Everything Guide to Starting and Running a Retail Store: All you need to get started and succeed in your own retail adventure (Everythingreg;)

## **The Everything Guide to Starting and Running a Retail Store: All you need to get started and succeed in your own retail adventure (Everythingreg;)**

*Dan Ramsey, Judy Ramsey*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#82405 in eBooks 2010-04-18 2010-04-18 File Name: B005C5TAWM | File size: 51.Mb

**Dan Ramsey, Judy Ramsey : The Everything Guide to Starting and Running a Retail Store: All you need to get started and succeed in your own retail adventure (Everythingreg;)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Everything Guide to Starting and Running a Retail Store: All you need to get started and succeed in your own retail adventure (Everythingreg;):

1 of 1 people found the following review helpful. Great book for starters in the Retail world  
By CustomerGreat book for starters in the Retail world, only drawback the focus on the US Retail market and the fact that some of the advice do not apply to other markets due to a different retail environment or legal system. Strongly recommended anyway.  
0 of 0 people found the following review helpful. Five Stars  
By E. PEREYRAGreat book. Practical and well structured.  
4 of 5 people found the following review helpful. I love this book so far.  
By BlahIt's down to earth and very easy to read and understand. I've ordered different books from the "everything book series" and I like them all.

What are my start-up costs? How much will my store make? Should I sell online? How can I compete with larger stores?  
If you've ever considered owning a store but don't know where to start, *The Everything Guide to Starting and Running a Retail Store* is perfect for you. This resource will help you recognize the importance of an independent retail store in community life and the opportunities it offers for a rewarding lifestyle. This comprehensive guide shows you how to:  
Spot and capitalize on small retailer trends  
Conduct your own market analysis  
Research and select the most appropriate retailing software  
Run your business day to day  
Attract customers with effective advertising  
Make the leap to online selling  
This helpful handbook offers practical advice on retail store planning and management with valuable guidelines and real-world examples that can make the difference between your store's success and failure. This guide provides all the tools you need to run a store that your customers--and you--will enjoy for many years to come!

About the Author  
Dan Ramsey has owned and operated seven businesses since 1966 and has written more than two dozen small business and homeowner books, including a series of business start-up books for Dearborn/Upstart. Judy Ramsey teaches writing at the college level and is a website editor.