



# Retail Business Kit For Dummies

By Rick Segel

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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 with a little help from *Retail Business Kit For Dummies*!

**Note:** CD-ROM/DVD and other supplementary materials found in the print version of this title are not included as part of eBook file.

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## Retail Business Kit For Dummies By Rick Segel Bibliography

- Sales Rank: #49181 in Books
- Published on: 2008-09-02
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x 1.20" w x 7.20" l, 1.39 pounds
- Binding: Paperback
- 408 pages

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## Editorial Review

From the Back Cover

### *Learn to:*

- Launch a successful independent retail business
- Make your Web site shine
- Connect with customers and increase sales
- Simplify operations with forms and templates on CD

### **Get your business off the ground with a killer brand and get the sales you want!**

It's a great time to be an independent retailer! Whether you're a novice or seasoned professional, this practical how-to guide shows you how to start and run your business in today's marketplace — from your original dream and the day-to-day operations to establishing a connection with customers and increasing your sales, both on the Web and at a brick-and-mortar shop.

- **Get lessons from real-life experience** — the author shares his expertise in retail business (from his mistakes to his triumphs) and reveals what it takes to be successful
- **Master all the basics of launching and growing a retail business** — from writing a business plan and finding a great location to hiring and keeping great staff
- **Meet and exceed the expectations of today's consumer** — discover how to create positive shopping experiences, provide top-notch customer service, and earn customer loyalty
- **Spread the word without going broke** — find out how to differentiate your business, generate word-of-mouth advertising, and plan effective sales and promotions

### **Bonus CD Includes**

Forms, templates, and samples to simplify your business, from managing employees and inventory to tracking financial performance, creating sales and marketing tools, and adding signage to your store

See the CD appendix for details and complete system requirements.

### **Open the book and find:**

- The 10 keys to retailing success
- How to design stores that *work*
- Where and how to buy merchandise
- The best ways to make your business memorable
- Expert tips for building your Web site and selling online
- Advice for handling legal and accounting issues
- In-the-trenches, proven management practices
- A crash course in the art of selling

About the Author

**Rick Segel, CSP** is an international retail expert and author of 8 books on retailing. Segel is the Online

Retail Marketing Expert for Staples.com and is the creator of the highly acclaimed Retail Awards Program in Massachusetts. His weekly column is read by more than 10,000 retailers worldwide.

## **Users Review**

### **From reader reviews:**

#### **Ronald Castaneda:**

The book Retail Business Kit For Dummies gives you the sense of being enjoy for your spare time. You can utilize to make your capable more increase. Book can to be your best friend when you getting pressure or having big problem along with your subject. If you can make looking at a book Retail Business Kit For Dummies for being your habit, you can get a lot more advantages, like add your capable, increase your knowledge about a few or all subjects. You can know everything if you like open and read a publication Retail Business Kit For Dummies. Kinds of book are several. It means that, science e-book or encyclopedia or other individuals. So , how do you think about this e-book?

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#### **Hazel Reinoso:**

In this era which is the greater individual or who has ability to do something more are more treasured than other. Do you want to become one among it? It is just simple solution to have that. What you are related is just spending your time little but quite enough to enjoy a look at some books. Among the books in the top checklist in your reading list is actually Retail Business Kit For Dummies. This book that is qualified as The Hungry Hillside can get you closer in growing to be precious person. By looking right up and review this publication you can get many advantages.

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