



Retail Business Kit For Dummies

By Rick Segel

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Retail Business Kit For Dummies By 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 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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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:

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Catherine Gabel:

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