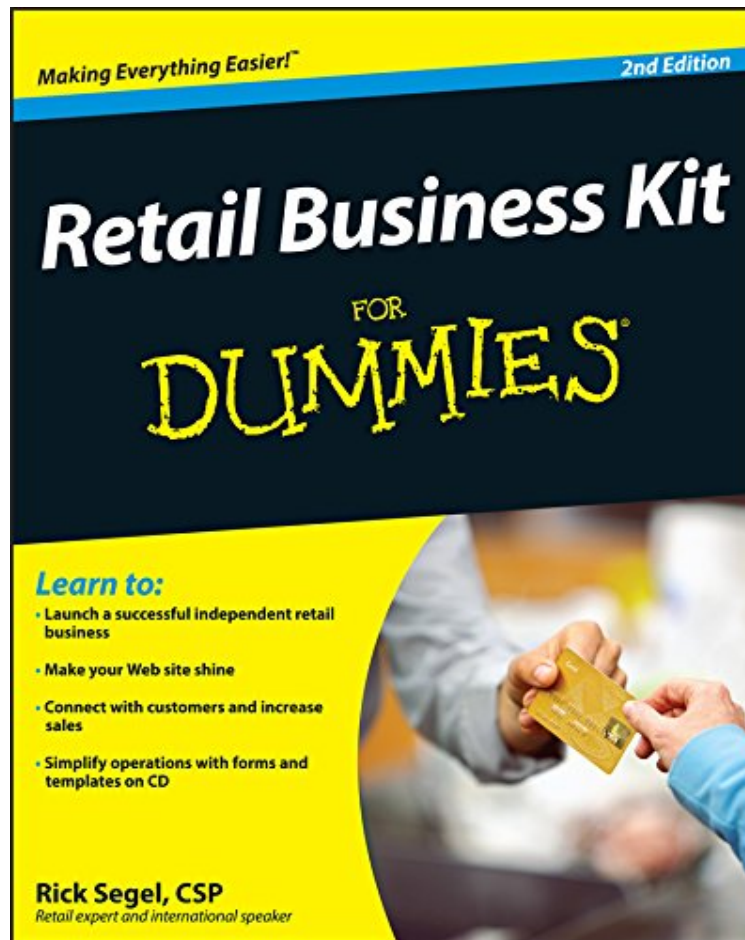


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Retail Business Kit For Dummies

Rick Segel

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Rick Segel : Retail Business Kit For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Retail Business Kit For Dummies:

15 of 15 people found the following review helpful. This book keeps it simpleBy Vinil RamdevThe good thing about this book is that it keeps the retail business simple. The author does not complicate the retail business. He makes book keeping, sales, marketing and inventory management simple and easy to follow. However, this book is not fully comprehensive. If you are starting off in retail or even if you are an experienced pro who's been around for several years you will learn quite a lot of tips and tricks from this book. This book will definitely help you but it will go past it's utility pretty soon. So read this book but don't expect this book to go into serious detail. Overall, my recommendation would be to buy the book. I think it's worth the time and money!0 of 0 people found the following review helpful. Great buy!By Timothy D McKeeThis is a perfect intro to the retail world! Easy and interesting to read with TONS of useful resources throughout! Would recommend!0 of 0 people found the following review helpful. Great Book!By dlsheltonI am about halfway through this book and loving it. The only reason I didn't give it a "5" is because it needs to be updated. That said, the information provided is well worth the time and money. I'm looking

forward to opening my own home decor store soon, and this book has provided a wealth of valuable information. I would definitely recommend it to anyone considering opening their own retail store.

Do you dream of opening up your own retail business, but don't know how to get started? In *Retail Business Kit For Dummies*, retail marketing guru Rick Segel gives you the expert advice you need to get your business on its feet, with unbeatable advice on branding, marketing, and merchandising. You'll figure out how to start and run your business, including day-to-day operations and procedures as well as all the little details retail professionals handle on a daily basis. If you've ever wanted to make your living interacting with customers and being your own boss, this book offers all the inside advice you need to get going. In fact, this book is perfect for anyone: Who wants to be her own boss Considering a career in retailing Who loves working with people Thinking about opening their own business Who loves to sell *Retail Business Kit For Dummies* covers all the nuts and bolts of setting up shop—finding the perfect location, choosing and purchasing merchandise, and hiring employees. You'll also discover how to write a business plan and deal with paperwork like taxes, permits, registrations, and other requirements. It's also great advice on the art of selling and the fundamentals of promotion and advertising. You'll also benefit from such practical advice like the ten keys to retailing success and ten ways to impress customers. And there's much more: Branding your business Identifying and targeting your ideal customer Developing a marketing plan Pricing your merchandise Fulfilling legal and financial responsibilities Getting the word out Choosing the right media to advertise in Setting up and running a sale Fundamentals of accounting and financial statements The book also includes a helpful CD-ROM packed with sample financial reports, customizable legal and business forms, checklists, and tools for building your own coupons, gift certificates, and much more. Whether you're thinking about starting a business or need help running the business you already own, *Retail Business Kit For Dummies* is the fun and easy guide to big profits. Note: The Kindle edition of this book does not include any CDs or DVDs.

From the Back Cover "Packed with proven strategies from our industry's best sales trainer." Includes step-by-step instructions to take you from start-up to success story "This must-have guide brings Rick's knowledge of the retail industry to life." Dying to open up a retail business but scared to even start? Relax! Let retail marketing guru Rick Segel show you the way. From expert advice on branding, marketing, and merchandising your goods and services to savvy strategies for creating eye-catching displays, this essential guide will put you in business in no time at all! all this on the CD-ROM Sample financial reports and legal forms Business forms that you can customize and print out Employment forms and work schedules Checklists for running fantastic sales and promotions Sample coupons, store membership cards, gift certificates, and more! Discover how to: Pick a location and select merchandise Write an effective business plan Define your customer base Write press releases and ads Handle permits, taxes, and legal issues Use e-retailing effectively About the Author Rick Segel is a nationally recognized retail expert who lectures regularly to retail industry giants like McDonald's, Shell Oil, and Dunkin' Donuts.