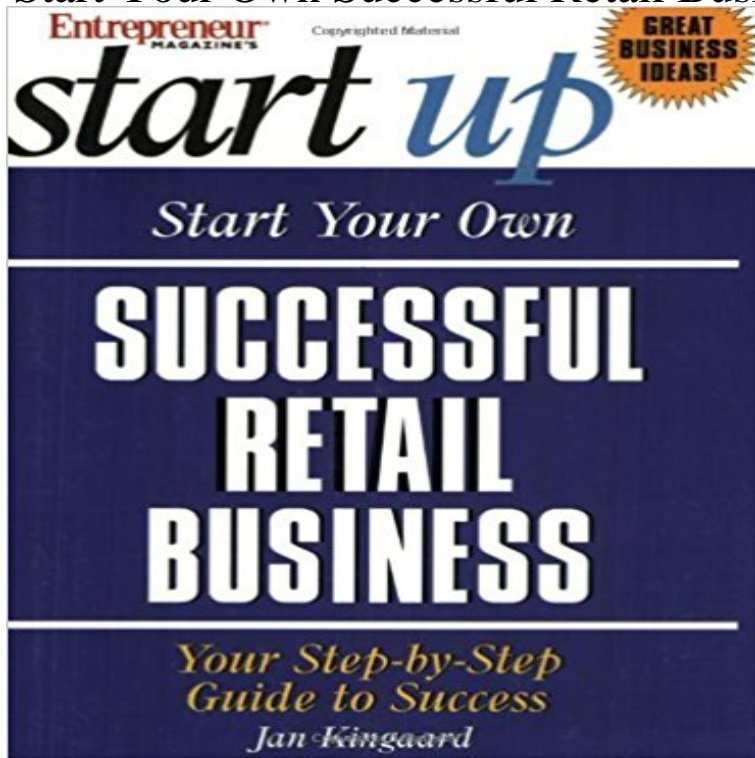


Start Your Own Successful Retail Business



Retailing is one of the fastest-growing segments of the economy. In fact, its estimated that nearly 70,000 retail businesses are started each year. Yet only a fraction of those businesses will survive to see their first anniversary. If you dream of starting your own retail business, this step-by-step guide helps you avoid becoming a statistic and puts you on the path to success. Learn what really works and how to avoid the most common pitfalls, as successful retailers and retail experts from across the country share their real-life experiences and insights. Topics covered include: The six basic kinds of retailers Choosing a prime location for your business Selecting merchandise Designing your store (exterior and interior) Hiring good sales help Dealing with good-to-day operations, from running the cash register to computing daily profits Tracking inventory And much more Each chapter is divided into manageable sections on every aspect of starting and operating a retail product or service business. Weve even included some brainstorming questions to ask yourself, which will stimulate creative solutions to the particular problems you may face. Retail success is within your grasp, and this book will help you reach it.

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