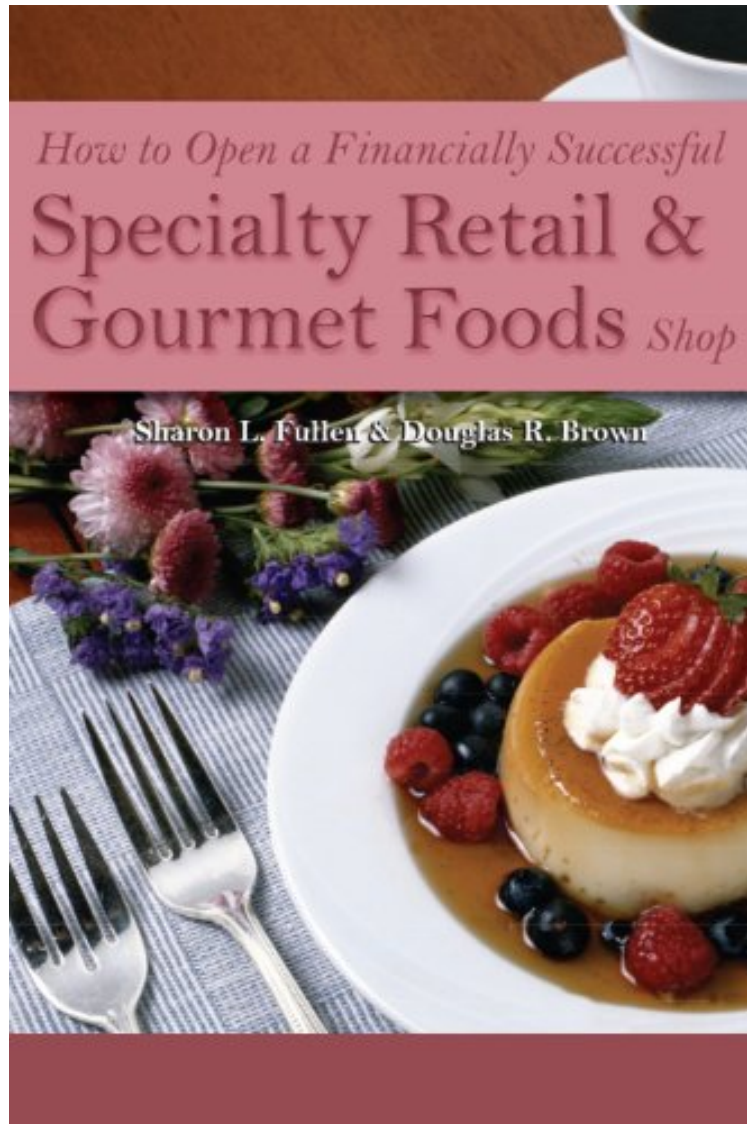


How to Open a Financially Successful Specialty Retail Gourmet Foods Shop

Sharon Fullen, Douglas Brown

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Sharon Fullen, Douglas Brown : How to Open a Financially Successful Specialty Retail Gourmet Foods Shop before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Open a Financially Successful Specialty Retail Gourmet Foods Shop:

10 of 10 people found the following review helpful. General Book on Opening a Store, not specific to Gourmet FoodBy Emile AULDThis book is nothing more than a general guide to opening a Shop.I bought it because the title leads you to expect that it contains information specific to setting up a Specialty Gourmet Food Shop.I already own

general guides on setting up a Shop, which are incidentally much better than this book. Apart from a few token references to Specialty Gourmet Food, this book was no use to me. Don't let the title fool you. The Publishers should be ashamed of themselves. They have produced one single General guide on how to set up a Shop or a Business, and are selling the same book (with minimal adjustments) as if it is a detailed guide for specific industries like Specialty Food. A total rip-off !!! Instead buy "Gourmet To Go" by Robert Wemishner and Karen Karp, which really does contain a lot of useful information specific to setting up a Gourmet Food Shop. Also for a good guide on Specialty Shops (but not specific to Food Shops), consider "The Specialty Shop" by Dorothy Finell. 10 of 11 people found the following review helpful. Good Read By Brandi M. Seals "How to Open a Financially Successful Specialty Retail and Gourmet Foods Shop" is a great read for anyone looking to own their own specialty or niche store. From selling only jam to selling complex kitchen gadgets, this book is great for anyone looking to delve into any niche market. The authors take readers through a number of get ready steps. They include, among other things, picking location, deciding what merchandise to carry, identifying the target audience, writing a business plan, filing the loan application, and getting the necessities (such as company name, licenses, insurance, etc.). I love that the book details every thing I would need to know about opening a specialty business. It even discusses decorating tips, hiring a staff, marketing the business, and creating a press kit. Because the book covers so much, it tends to cover only the basics of all the topics. It does not go really in-depth on most items, so if you are looking for some exact how-to guide, this book probably is not for you. The book also comes with a handy cd-rom that provides sample business plans and other worksheets that I found very helpful. You can easily take the business plan and modify it to suit your start-up business. In addition, there are a number of great resources listed within the pages of the book that any new business owner would find beneficial. 5 of 7 people found the following review helpful. User-Friendly, Quality Advice By Book Woman Perhaps the best piece of information in this handy guide by Sharon Fullen and Douglas Brown is found on the first couple of pages: make sure your heart is in before you take the leap. They offer nuggets of advice to test your mettle; such as coming up with a short "elevator pitch" to capture the essence of your dream and how valuable careful research becomes if you want to discover your true "niche" market. Information on buying a franchise or starting from scratch, financial avenues to consider and a good outline for a business plan quickly follows. Other chapters present the importance of customer service, successful marketing tips and how to deliver a top-notch public relation campaign that attracts repeat business. You will also discover that the basic mechanics of running a business are not ignored; with sections devoted to purchasing, buying appropriate equipment, staffing, finding user-friendly software, monitoring inventory, managing cash flow and creating ambience in the public areas of the shop. The CD-ROM contains much of the same information found in the book, but does include printable business forms for home and office use, a supply list, as well as a more detailed business plan to use as your own template. Overall this book is very user-friendly, offers quality advice and presents up-to-date information. An important resource you will be able to refer to for many years

The \$20 billion gourmet market is nearly recession-proof. In fact, experts indicate that gourmet products actually do better in uncertain times like these as consumers seek out affordable luxuries. If you plan to open a specialty retail store, or perhaps a small store inside an existing retail space then this book is a must. Although gourmet foods command a price double and up to ten times higher than that of grocery store brands, there are those consumers that are content and look to pay a premium price for premium items. This book shows how, with minimal effort and a small investment compared to other food businesses, how you can start your own specialty retail store and be highly profitable! This is the A-to-Z guide to making it in your own store. This is a perfect book for entrepreneurs, schools, colleges and technical training centers. This detailed text contains all the information you will ever need to needed to start, operate, and manage a highly profitable specialty store. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan (The Companion CD-ROM has the actual business plan you can use in MS Word TM), how to buy and sell a store, basic cost control systems, profitable product planning, sample floor plans diagrams, successful kitchen management, equipment layout and planning, food safety HACCP, successful food beverage management, legal concerns, sales and marketing techniques, pricing formulas, learn how to set up computer systems to save time and money, learn how to hire keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. Never before has so much practical information about the specialty store business been offered in one book. This is an ideal guide new for comers to the business as well as experienced operators. In addition to basic operational practices this book will demonstrate show how to: increase impulse sales and improve presentation, utilize merchandising fixtures and techniques, cross merchandising, point of purchase materials, how to develop a product sampling program. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com. Atlantic Publishing

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About the Author
Douglas R. Brown is a best selling author and publisher of computer software and books specific to the food service industry. His extensive background and years of service in the food service industry provides the practical insight into the business so desperately needed in the highly volatile food service industry."