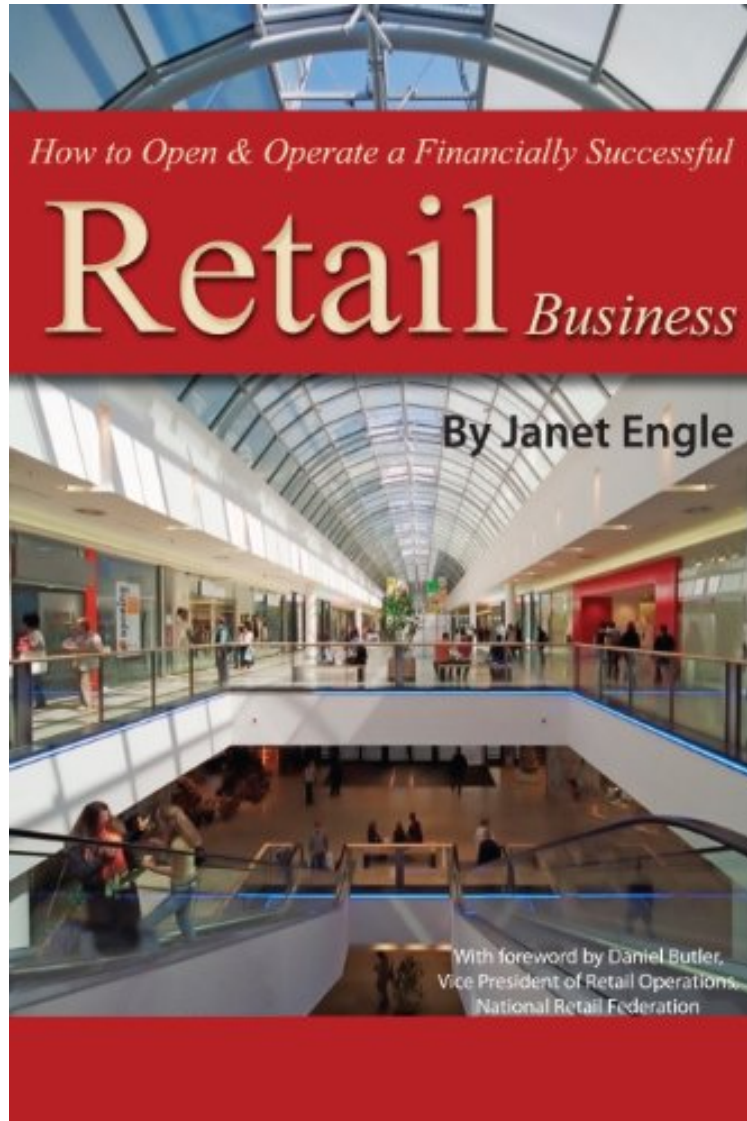


How to Open Operate a Financially Successful Retail Business

Janet Engle

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business. Learn new ways to make your operation run smoother, increase performance, shut down waste, reduce costs, and increase profits. In addition, seasoned retailers will appreciate this valuable resource and reference it in their daily activities as a source for ready-to-use forms, Web sites, operating and cost-cutting ideas, and mathematical formulas that can be applied easily to their operations. This new book is a comprehensive and detailed study of the business side of retailing. Anyone should study this superb manual to investigate the opportunities of opening a retail store. If you enjoy meeting people, this may be the perfect business for you, but keep in mind retail looks easy, but as with any business, looks can be deceiving. This complete manual will arm you with everything you need including sample business forms, leases, contracts, worksheets, and checklists for planning, opening, and running day-to-day operations. There are plans, layouts, and dozens of other valuable, time saving tools of the trade that every entrepreneur should have. 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 is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.