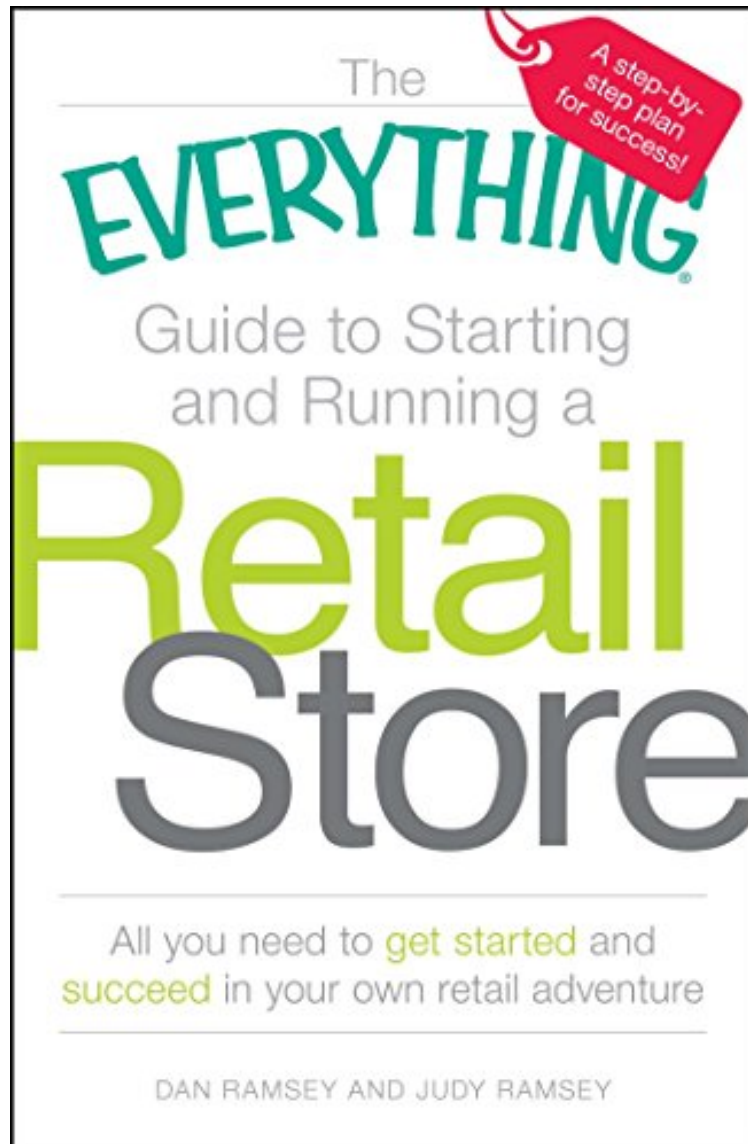


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The Everything Guide to Starting and Running a Retail Store: All you need to get started and succeed in your own retail adventure (Everythingreg;)

Dan Ramsey, Judy Ramsey
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What are my start-up costs? How much will my store make? Should I sell online? How can I compete with larger stores?If you've ever considered owning a store but don't know where to start, *The Everything Guide to Starting and Running a Retail Store* is perfect for you. This resource will help you recognize the importance of an independent retail store in community life and the opportunities it offers for a rewarding lifestyle.This comprehensive guide shows you how to:Spot and capitalize on small retailer trendsConduct your own market analysisResearch and select the most appropriate retailing softwareRun your business day to dayAttract customers with effective advertisingMake the leap to online selling This helpful handbook offers practical advice on retail store planning and management with valuable guidelines and real-world examples that can make the difference between your store's success and failure. This guide provides all the tools you need to run a store that your customers--and you--will enjoy for many years to come!

About the AuthorDan Ramsey has owned and operated seven businesses since 1966 and has written more than two dozen small business and homeowner books, including a series of business start-up books for Dearborn/Upstart. Judy Ramsey teaches writing at the college level and is a website editor.