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Autore	Fullen Sharon L.
Titolo	How to open & operate a financially successful specialty retail & gourmet foods shop // by Sharon Fullen ; revised by Rebekah Slonim
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ISBN	1-62023-081-X
Edizione	[Revised Second edition.]
Descrizione fisica	1 online resource (315 pages) : illustrations
Disciplina	641.30068/1
Soggetti	New business enterprises New business enterprises - Management Gourmet food industry Specialty stores Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Revised edition of the author's How to open a financially successful specialty retail & gourmet foods shop, 2004.
Nota di bibliografia	Includes bibliographical references (pages 305-306) and index.
Nota di contenuto	Introduction -- For those who love elderberries and fine cheese : starting your own gourmet store -- Getting down to practicality : launching your business -- Making it your own : the basics of buying a gourmet shop -- How to get support without being hampered : investing in a franchise -- Planning for success : writing a business plan -- Boots on the ground : pre-opening activities -- Your greatest asset : successful employee relations -- The reason you're in business : your customers -- Getting the word out : marketing your business -- Public relations : how to get customers in the door with little cost -- From appliances to zucchini : choosing your sales mix -- Helping you to do your job : equipping your store -- A welcoming space : public areas of your store -- A place to get things done : back-of-the-store work areas -- Creating a team : your store staff -- How to get what you want : purchasing inventory -- All about money : cash flow -- Accounting 101 : financial management and budgeting -- Balanced budget : basic cost control for retail operations -- Efficiency : controlling your labor costs -- Appendix A: Resources : build your own

