



Retail Business Kit For Dummies

Rick Segel

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Do you dream of opening up your own retail business, but don't know how to get started? In *Retail Business Kit For Dummies*, retail marketing guru Rick Segel gives you the expert advice you need to get your business on its feet, with unbeatable advice on branding, marketing, and merchandising. You'll figure out how to start and run your business, including day-to-day operations and procedures as well as all the little details retail professionals handle on a daily basis.

If you've ever wanted to make your living interacting with customers and being your own boss, this book offers all the inside advice you need to get going. In fact, this book is perfect for anyone:

- Who wants to be her own boss
- Considering a career in retailing
- Who loves working with people
- Thinking about opening their own business
- Who loves to sell

Retail Business Kit For Dummies covers all the nuts and bolts of setting up shop — finding the perfect location, choosing and purchasing merchandise, and hiring employees. You'll also discover how to write a business plan and deal with paperwork like taxes, permits, registrations, and other requirements. There's also great advice on the art of selling and the fundamentals of promotion and advertising. You'll also benefit from such practical advice like the ten keys to retailing success and ten ways to impress customers. And there's much more:

- Branding your business
- Identifying and targeting your ideal customer
- Developing a marketing plan
- Pricing your merchandise
- Fulfilling legal and financial responsibilities
- Getting the word out
- Choosing the right media to advertise in
- Setting up and running a sale
- Fundamentals of accounting and financial statements

The book also includes a helpful CD-ROM packed with sample financial reports, customizable legal and business forms, checklists, and tools for building your own coupons, gift certificates, and much more.

Whether you're thinking about starting a business or need help running the business you already own, *Retail Business Kit For Dummies* is the fun and easy guide to big profits.

Note: The Kindle edition of this book does not include any CDs or DVDs.

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Carmelita Ratliff:

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