

Starting Your Own Shop: All You Need to Know to Open a Successful Shop (Paperback)



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(Kristy Hermann)

STARTING YOUR OWN SHOP: ALL YOU NEED TO KNOW TO OPEN A SUCCESSFUL SHOP (PAPERBACK)



Crimson Publishing, United Kingdom, 2008. Paperback. Book Condition: New. 228 x 150 mm. Language: English . Brand New Book. This no-nonsense guide to opening a shop offers a fresh approach to a popular subject. This book covers every aspect of setting up a retail business and usefully breaks the process down step-by-step. Topics covered include how to test your idea, surviving the crucial first six months and how to make your shop work in the internet age. There are also ready-to-use sample documents, including lease contracts and cashflow forecasts. Not only does the book give thorough information, it is also crammed with profiles, tips and real-life advice from the figures behind extremely successful retail businesses such as Dreams, Monsoon, Liberty s, and the children s shoe store, One Small Step One Giant Leap. It also includes the recent experiences of just-opened shops, uniquely combining information with advice, bringing theory to life. The book is written in conjunction with the UK s most popular website for small business, has been publishing information on how to set up a business since January 2000, and is now bringing all its expertise, case studies and understanding of the needs of this audience into a book for the first time. The author, Matt Thomas, has been writing about startup businesses for years, and has been the editor of the UK s most popular website for small businesses, since 2004. Matt has recently been named as one of the UK s Top 20 business journalists. He is passionate about small companies.



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