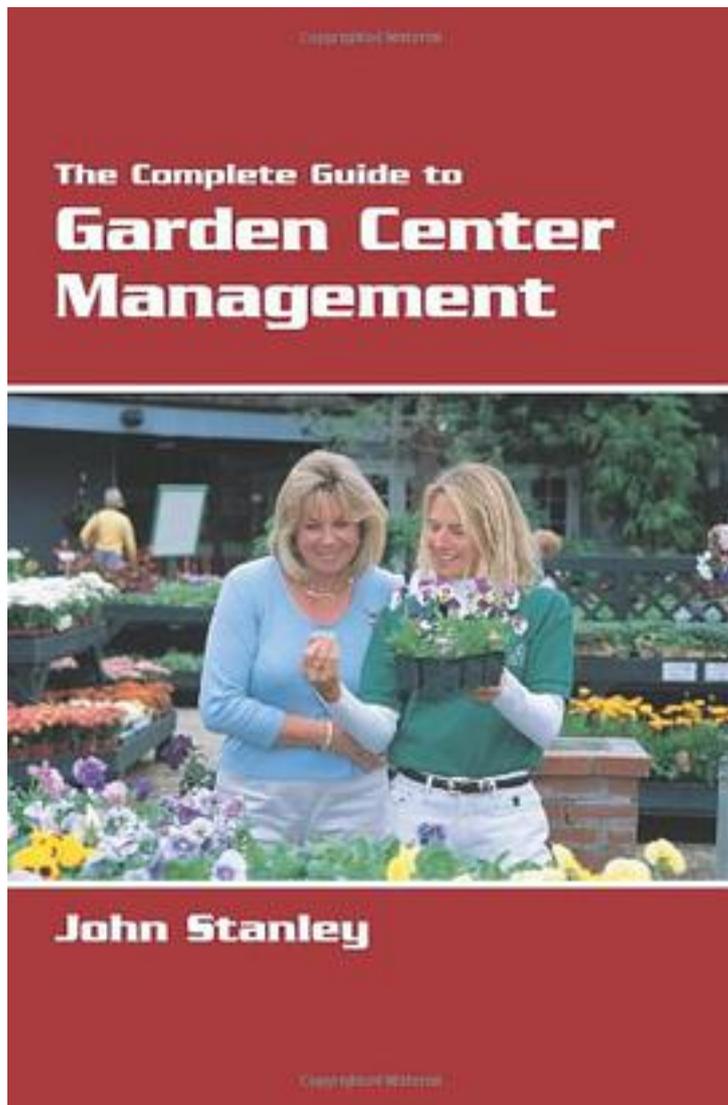


The Complete Guide to Garden Center Management



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Helping people compete with the many retail outlets and superstores that now carry plants and gardening supplies, this guide discusses the beginning stages of opening a gardening business, from finding financing, choosing a location, and shaping a business plan to the advanced practicalities of running existing shops, including how to promote, display, and handle live goods. Also discussed are Web sites, creating flow, signage, fixtures, purchasing decisions, and employee management.

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