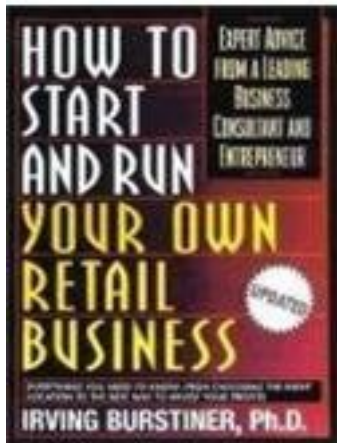


How to Start and Run Your Own



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For the estimated six to eight million entrepreneurs each year who plan to establish a retail business, here is a careful, step-by-step approach to small business ownership. Based on the author's lifetime experience as a retail businessman, consultant, and entrepreneur, this book gets right down to business on such vital subjects as-- developing an effective business plan-- choosing the right sources of financing-- finding the right location, lease, and design-- managing employees and inventory-- maximizing retail display, promotion, and advertising opportunities-- financial management and growth-- and many more.

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