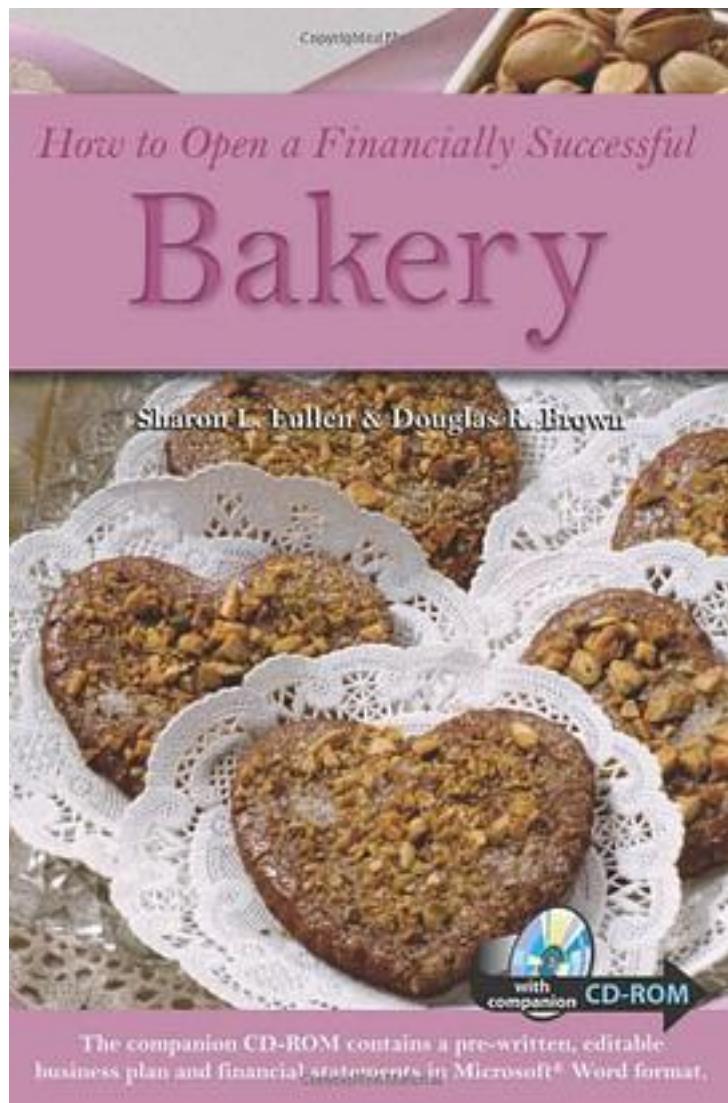


# How to Open a Financially Successful Bakery



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Book & CD-ROM. This is an ideal guide for newcomers to the business as well as experienced operators. In addition to basic operational practices this book will demonstrate how to: increase impulse sales and improve presentation, utilise merchandising fixtures and techniques, cross merchandising, point of purchase materials, how to develop a product sampling program.

作者介绍:

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