

How to Open a Financially Successful Specialty Retail and Gourmet Foods Shop

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How to Open a Financially Successful Specialty Retail & Gourmet Foods Shop

With Companion CD-ROM

Sharon Fullen and Douglas R. Brown

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著者:Fullen, Sharon/ Brown, Douglas R.

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Book & CD-ROM. This is the A-to-Z guide to making it in your own store. Learn the expert tips, tricks, and a vast gold mine of crucial how-to information you just can't find anywhere else. This is a perfect book for entrepreneurs, schools, colleges and technical training centres. This detailed text contains all the information you will ever need to needed to start, operate, and manage a highly profitable speciality store. This is an ideal guide new for comers to the business as well as experienced operators. In addition to basic operational practices the 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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