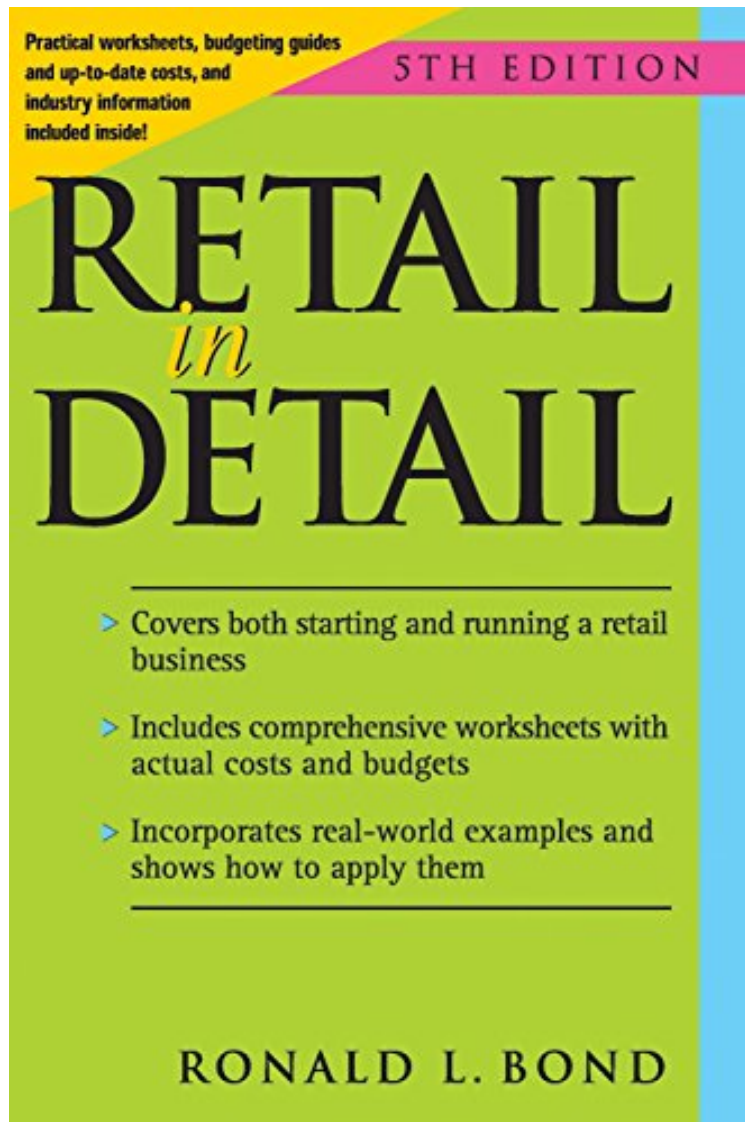


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Retail in Detail

Ronald L. Bond

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Ronald L. Bond : Retail in Detail before purchasing it in order to gage whether or not it would be worth my time, and all praised Retail in Detail:

1 of 1 people found the following review helpful. A fun read about retailBy AdamDo not expect anything fancy except reading about the experience of the two delving into the retail business who enjoyed the experience of running their store

Since it was first published, Retail in Detail has helped tens of thousands of retail business owners successfully start and run their businesses. It has established a reputation as a no-nonsense, down-to-earth guide for small retailers. This

fifth edition has been fully updated for today's rapidly changing retail environment in the Internet age. A new chapter contains specific tips on using the Internet for marketing and two-way communication with customers. New sections cover becoming an e-tailer, including choosing a domain name, processing credit cards, shipping and receiving, and other Internet-specific issues. Brick-and-mortar retailers learn how to assess product vulnerability to competition from Internet businesses. This essential reference contains many specific examples and case studies, based on the author's experiences starting and successfully operating three retail stores and a bed and breakfast, as well as on the experiences of dozens of successful entrepreneurs. Worksheets can be used by beginning retailers to plan for and operate their business.

From the Inside Flap: If Retailing Is Your Dream, This Is the Guide To Help You Reach It. Knowing that your success depends on the details, experienced retail entrepreneur Ronald L. Bond leaves no question unanswered when it comes to reaching your dream of starting and running your own retail business. Bond provides comprehensive, step-by-step instructions, from planning the launch of your business to running your new venture. Learn how to:

- Budget for startup and establish a financial plan
- Select the ultimate location and develop your brand image
- Select, price and market your product
- Manage inventory to decrease expenses
- Use smart phone apps and other technology to stay efficient and competitive
- Meet legal and regulatory requirements
- Manage your daily operations

Sparing you the trial and error that comes with starting a retail business from scratch, Bond shares firsthand experiences, lessons learned, and informative anecdotes that have helped thousands of aspiring retail entrepreneurs just like you! Retail in Detail is the most informative book I have read to date. [With] all the information out there to help you decide what to do and when, it gets a bit overwhelming. This book broke down very important points and explains them in detail. Customer review, .com Bond offers convenience and genuine value to readers looking for a concise and thorough introduction to the retail enterprise. Realism and pragmatism are the shining virtues of Retail in Detail. Evelyn Lager, ASD/AMD Trade News