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Setting Up Shop: The Complete Step by Step Guide to Starting and Running a Successful Retail Business in Australia

John Stanley

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John Stanley : Setting Up Shop: The Complete Step by Step Guide to Starting and Running a Successful Retail Business in Australia before purchasing it in order to gage whether or not it would be worth my time, and all praised Setting Up Shop: The Complete Step by Step Guide to Starting and Running a Successful Retail Business in Australia:

0 of 0 people found the following review helpful. Informative reading.By Zoe gordonAn enjoyable journey through

the trials and triumphs of retail. I highlighted many points for future reference. Recommended reading for the aspiring retailer.

Retailing is one of the most exciting professions you can enter. In Australia, this dynamic and growing industry is worth over \$18 billion a year. Many new enterprises fail because they do not do their homework when they start their business. *Setting Up Shop* is a toolkit for anyone starting or buying a retail business in Australia, and aims to provide a simple step-by-step approach to setting up a retail business. It covers everything from buying an existing business versus starting a business, writing a business plan, location and buying versus leasing, to finance, pricing, merchandising, recruiting, marketing and succession planning.