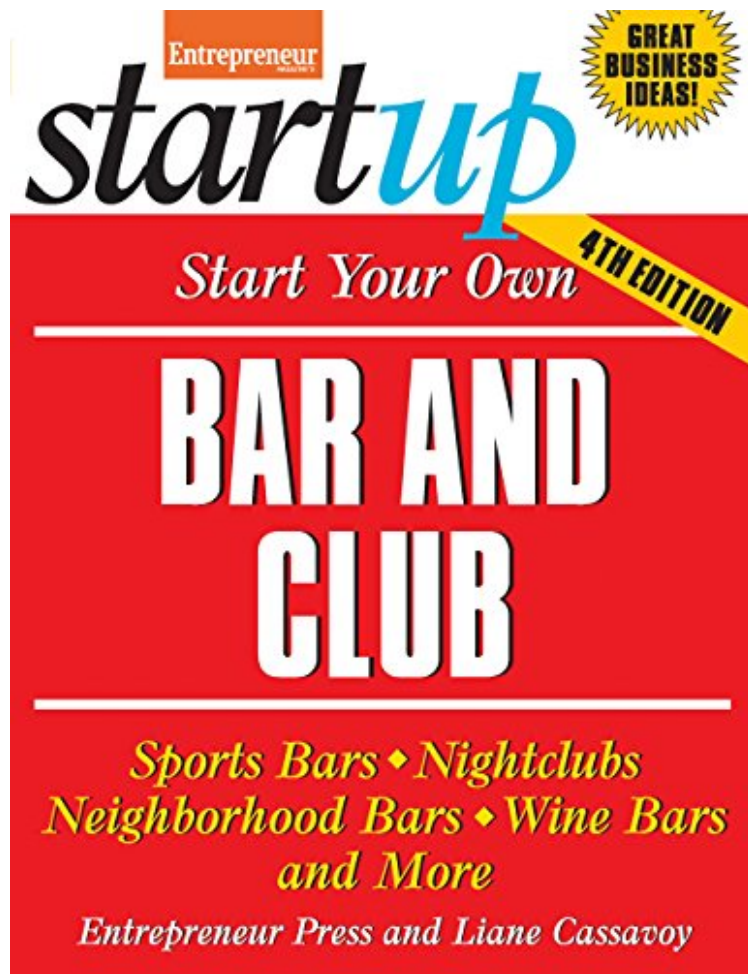


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Start Your Own Bar and Club: Sports Bars, Nightclubs, Neighborhood Bars, Wine Bars, and More (StartUp Series)

Liane Cassavoy

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An updated edition of the fifth best-selling book of the successful Startup Series, Start Your Own Bar and Club is a comprehensive guide that shows aspiring entrepreneurs how to create the perfect blend of passion and profits within the bar industry. Updated with the latest industry trends, news, and resources, readers learn about the hottest bar and

club opportunities including sports bars, night clubs, neighborhood bars, wine bars, and more. The experts at Entrepreneur take aspiring business owners step-by-step through start-up basics including scouting locations, researching their market, and licensing requirements. Eager entrepreneurs learn first-hand from industry experts how to research their market, design an attractive atmosphere, create policies and procedures, woo their patrons and keep them coming back. Also covered is the latest equipment such as new cash register systems and HDTVs, and expanded information on the Special Occupancy Tax, liquor liability insurance, and third-party liability insurance.