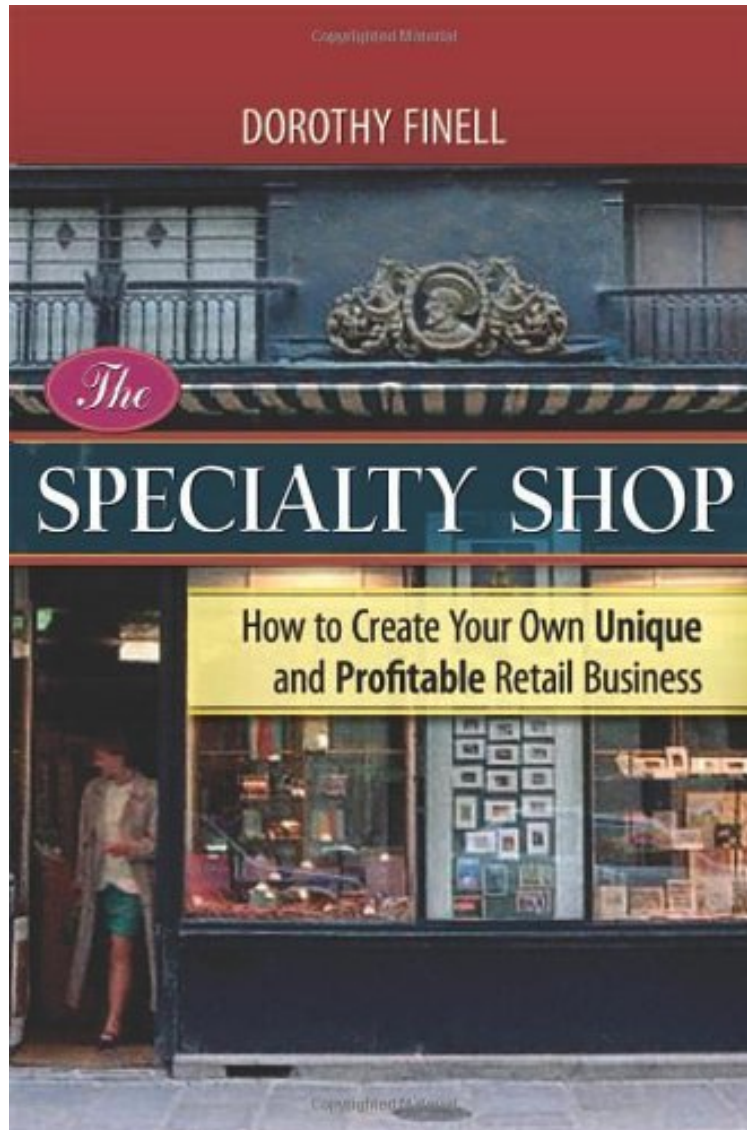


The Specialty Shop: How to Create Your Own Unique and Profitable Retail Business

Dorothy Finell

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Dorothy Finell : The Specialty Shop: How to Create Your Own Unique and Profitable Retail Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Specialty Shop: How to Create Your Own Unique and Profitable Retail Business:

0 of 0 people found the following review helpful. I don't recommend this bookBy Laura C.As someone who is about to open a specialty shop, I was excited to come across this book. Sadly, it did not live up to my expectations. The author simply glossed over key points and showered the reader with mediocre business examples. Marketing strategies are

outdated (she suggests putting an ad in the yellow pages!). Overall, I don't recommend this book. 0 of 0 people found the following review helpful. Fantastic book! By Isabella Zenk I've read several business start up books before and this is one of my favorites. The author has done her homework and earned the right to call herself an expert. I love the clear chapter and sub-chapter headings, and the information itself is soundly researched, plus the author adds lots of personal anecdotes that keeps it from being a dry read. 6 of 6 people found the following review helpful. helpful though not outstanding By J. Greer Many valuable observations, but the book could have benefitted from two things: more metrics (e.g. what are the typical profit margins for different types of retail lines) and more anecdotal advice from customers as well as shop owners. For example, it would have been especially enlightening if every shop owner had been asked the same set of questions (to see trends) and if there had been some customer queries (e.g. "why do you patronize this shop and not others?")

This is a lively, informative guide to starting and running a specialty shop - a small retail shop carrying a particular type of merchandise and with only a few employees (sometimes only the owner). Dorothy Finell covers more than 100 niche categories and gives specific examples of 37 successful shops in the US, UK, Australia, Italy, and France. She personally visited all 37 and gives advice from their owners based on her interviews. Shops include bakeries, gift shops, apparel, toys, china, linens, hats, dolls, candles, coffee, tea, books - even a papier mache shop specializing in masks (Venice, Italy). The examples were chosen because the author considers them "fascinating, imaginative, creative shops with a remarkable ambience." In addition to the vignettes, the author provides practical information on key business needs, e.g., pre-planning, decor and display, finances, customer service, marketing, community relations. The appendices include lists of major trade and gift shows, e-commerce sites, and a resource guide to the 37 profiled shops. It also includes many photos.

Idquo;hellip;an ideal guidebook for those looking to realize their retail dreams.rdqquo; -Dance Retailer News, June 2007 "This book can show you how to let out that inner entrepreneurhellip;.A useful purchase.rdqquo; -Library Journal "...A solid overview of what a person needs to know... to start up and manage a successful niche retail store." -New Age Retailer Magazine Idquo;Ever wanted to own your own shop? If so, this book can show you how to let out that inner entrepreneurhellip;. this is recommended as a useful purchase as materials on small-business enterprise are in demand.rdqquo; -Library Journal Idquo;In her book, *The Specialty Shop*, she [Finell] exudes affection and even passion for the art and science of specialty salesmanship and store ownership. With a friendly writing style and a simple, easy-to-read layout, Finell offers a solid overview of what a person needs to know and do to start up and manage a successful niche retail storehellip;.The *Specialty Shop* is warm, welcoming, and full of spirithellip;.Whether you need facts about starting up a New Age niche business or simply wish to rekindle your excitement around the creative possibilities of retail, this book is for you.rdqquo; -New Age Retailer Magazine Idquo;hellip;an ideal guidebook for those looking to realize their retail dreams.rdqquo; -Dance Retailer News About the Author Dorothy Finell (Carmel, CA) has almost 20 years of retail experience as the owner of preteen and teen specialty shops. She has also served as a buyer and merchandise manager.