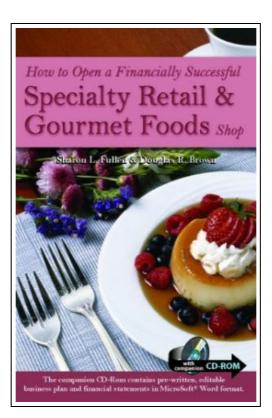
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HOW TO OPEN A FINANCIALLY SUCCESSFUL SPECIALTY RETAIL GOURMET FOODS SHOP (PAPERBACK)



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Atlantic Publishing Co, United States, 2004. Paperback. Condition: New. Language: English . Brand New Book. The \$20 billion gourmet market is nearly recession-proof. In fact, experts indicate that gourmet products actually do better in uncertain times like these as consumers seek out affordable luxuries. If you plan to open a specialty retail store, or perhaps a small store inside an existing retail space then this book is a must. Although gourmet foods command a price double and up to ten times higher than that of grocery store brands, there are those consumers that are content and look to pay a premium price for premium items. This book shows how, with minimal effort and a small investment compared to other food businesses, how you can start your own specialty retail store and be highly profitable! 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 centers. This detailed text contains all the information you will ever need to needed to start, operate, and manage a highly profitable specialty store. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan (The Companion CD-ROM has the actual business plan you can use in MS Word TM), how to buy and sell a store, basic cost control systems, profitable product planning, sample floor plans diagrams, successful kitchen management, equipment layout and planning, food safety HACCP, successful food beverage management, legal concerns, sales and marketing techniques, pricing formulas, learn how to set up computer systems to save time and money, learn how to...

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