



Retail in Detail : How to Start and Manage a Small Retail Business

Ronald L. Bond

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It is estimated that nearly 70,000 retail businesses are started a year. *Retail in Detail* takes you through all the steps of planning, opening, and managing a retail store of your own, beginning with an honest assessment of whether you are really suited to be running a business.

Instead of focusing on economic theories and obscure business concepts, this guide addresses daily problems of store operations such as:

- The ins and outs of wholesale markets
- Pricing and credit policies
- Inventory tracking and using computers
- Employee relations
- Store location, image, and merchandise displays
- Retailing on the Internet
- Selling your business

Retail in Detail also provides sample worksheets and tables:

- Monthly expenses chart
- Buying budget
- P/L statement
- Inventory Stock card

Includes a glossary of terms, a retail publications list, and locations of major wholesale market centers.

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