



# The Everything Guide to Starting and Running a Retail Store: All you need to get started and succeed in your own retail adventure

By Dan Ramsey, Judy Ramsey

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**The Everything Guide to Starting and Running a Retail Store: All you need to get started and succeed in your own retail adventure** By Dan Ramsey, Judy Ramsey

What are my start-up costs? How much will my store make? Should I sell online? How can I compete with larger stores?

If you've ever considered owning a store but don't know where to start, *The Everything Guide to Starting and Running a Retail Store* is perfect for you. This resource will help you recognize the importance of an independent retail store in community life and the opportunities it offers for a rewarding lifestyle.

This comprehensive guide shows you how to:

- Spot and capitalize on small retailer trends
- Conduct your own market analysis
- Research and select the most appropriate retailing software
- Run your business day to day
- Attract customers with effective advertising
- Make the leap to online selling

This helpful handbook offers practical advice on retail store planning and management with valuable guidelines and real-world examples that can make the difference between your store's success and failure. This guide provides all the tools you need to run a store that your customers--and you--will enjoy for many years to come!

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## **Editorial Review**

### **About the Author**

Dan Ramsey has owned and operated seven businesses since 1966 and has written more than two dozen small business and homeowner books, including a series of business start-up books for Dearborn/Upstart. Judy Ramsey teaches writing at the college level and is a website editor.

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