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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Would you like to make more money from your women s clothing store or boutique? Would you like your shop to be as successful it possible can be? Would you like financial security? If you answered yes to any of these questions, this book is for you. And you will not have to lower your prices. This book is an easy-to-follow reference guide containing 152 ways to improve your small business s bottom line. You will discover information on how to present, manage and promote your women s clothing store or boutique. Just a few changes, a few minutes of your day or maybe just a change of attitude can turn your women s clothing shop into a small business success story. This book is not about fashion design and is not suitable if you want to learn about the general fashion industry. In this book you will learn the three keys to small business growth and your women s clothing store s increased profits: Cultivate Grow Thrive CULTIVATE Uncover the secrets to increase your profit without getting another new customer. You will learn to cultivate an environment to sell as much as possible to customers already coming to your store. GROW Increase the volume of customers coming to your store and build customer loyalty with advertising and promotion. Social media, guerrilla marketing, television and radio, all have their own chapters. Of course the more traditional flyers, newsletters and advertisements get their own chapter. There is an idea for every budget. THRIVE Discover the tactics to keep your shop thriving and the profits rolling in for years to come. This book one of a series of books on...



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