



How to Open a Financially Successful Specialty Retail & Gourmet Foods Shop

Sharon Fullen, Douglas Brown

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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. 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 hire & keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting & bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. Never before has so much practical information about the specialty store business been offered in one book.

This is an ideal guide new for comers to the business as well as experienced operators. In addition to basic operational practices this book will demonstrate show how to: increase impulse sales and improve presentation, utilize merchandising fixtures and techniques, cross merchandising, point of purchase materials, how to develop a product sampling program.

The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com.

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