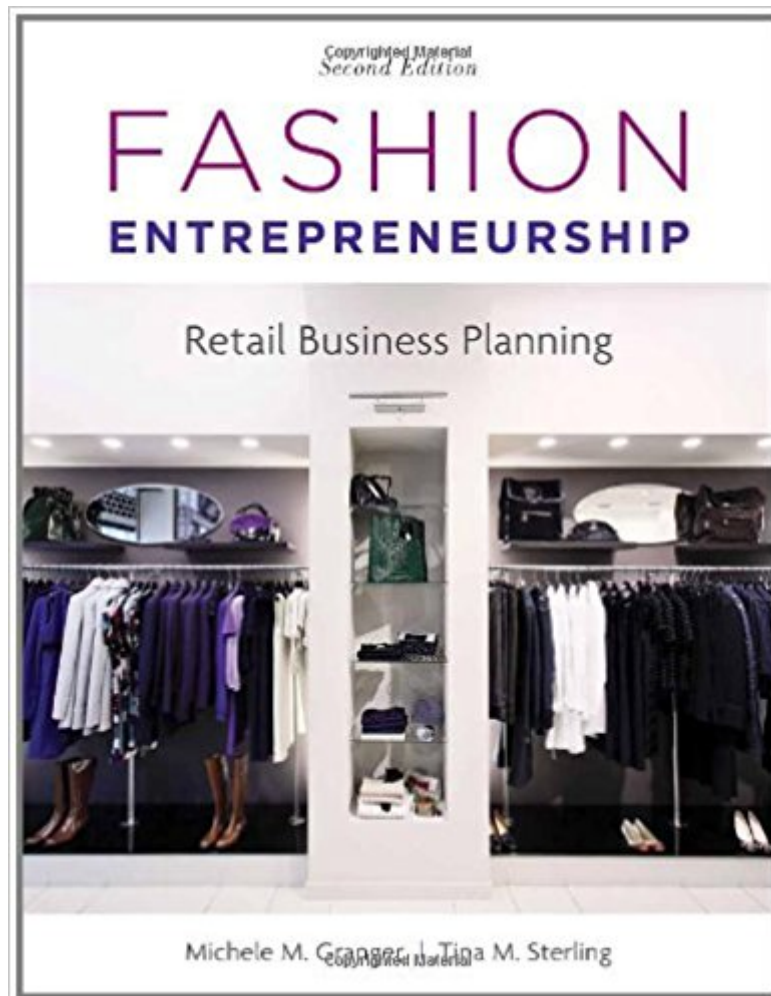




The book was found

Fashion Entrepreneurship: Retail Business Planning



Synopsis

Written by entrepreneurs, for entrepreneurs, *Fashion Entrepreneurship: Retail Business Planning*, 2nd Edition, serves as a step-by-step guide to starting a fashion retail business. In addition to exploring entrepreneurship, management, and market segmentation, the text covers tactical elements such as financial statements, cash flow, accessing capital, merchandising, and creating a store on the Web. Using a hypothetical business plan that builds progressively with each chapter, the book offers a real-world practical framework for building a successful retail venture and creating a business plan. Profiles of successful entrepreneurs and exercises allow readers to apply the process to their own concepts.

Book Information

Paperback: 392 pages

Publisher: Fairchild Books; 2 edition (August 31, 2011)

Language: English

ISBN-10: 1609011341

ISBN-13: 978-1609011345

Product Dimensions: 8.4 x 0.8 x 10.6 inches

Shipping Weight: 2 pounds

Average Customer Review: 4.7 out of 5 stars 15 customer reviews

Best Sellers Rank: #57,392 in Books (See Top 100 in Books) #32 in [Books > Business & Money > Industries > Fashion & Textile](#) #48 in [Books > Textbooks > Business & Finance > Entrepreneurship](#) #57 in [Books > Business & Money > Industries > Retailing](#)

Customer Reviews

Michele M. Granger, PhD, ITAA, is a full professor in the Fashion and Interior Design Department, College of Business Administration, at Missouri State University. She has authored six textbooks with expertise in the areas of fashion merchandising, internships, and entrepreneurship.

Purchased as a class textbook. Pretty good covering subject matter. Discussion questions are a good place to start as suggestions for seeking more information.

very useful for new company

I'm really happy with the book. It gave me some really great insight into the business and the

challenges that wait ahead for me to successfully operate a fashion oriented business!

Very good book, very practical for students aspiring to become actors in the fashion retail sector

Very helpful book - thanks!

great

very good

nice book

[Download to continue reading...](#)

Fashion Entrepreneurship: Retail Business Planning Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Elon Musk: Life Story and Life Lesson of Future, Business, Success and Entrepreneurship (Elon Musk, Ashlee Vance, Tesla, Entrepreneurship, SpaceX, Bill Gates, Mark Cuban) The Shopping Addiction Remedy: Free Yourself From Retail Therapy Forever By Stopping Your Addiction to Shopping Today (shopping, credit card debt, shopping ... retail therapy, ebay shopping, spending) In Fashion: From Runway to Retail, Everything You Need to Know to Break Into the Fashion Industry Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Master Planning Success Stories: How Business Owners Used Master Planning to Achieve Business, Financial, and Life Goals (The Master Plan Book 2) Retail Buying: From Basics to Fashion Retail Buying (9th Edition) (Fashion Series) Retail Buying: From Basics to Fashion, 4th Edition Harvard Business Review on Entrepreneurship (Harvard Business Review Paperback Series) Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adults) (Volume 1) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Guide to Fashion Entrepreneurship: The Plan, the Product, the Process Business plan template and example: how to write a business plan: Business planning made simple The Retail Manager's Guide to Crime & Loss Prevention: Protecting Your Business from Theft, Fraud and Violence [With Pocket Reference] Up Against the Wal-Marts: How Your Business Can Prosper in the Shadow of the Retail Giants The Fashion Designer Survival

Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business Fashion 2.0:
Blogging Your Way to the Front Row: The Insider's Guide to Turning Your Fashion Blog into a
Profitable Business and Launching a New Career 2015 Field Guide to Estate Planning, Business
Planning & Employee Benefits (Tax Facts)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)