


[DOWNLOAD](#)


How Some Retailers Make More Money Than Others: Inexpensive, Easy-To-Implement Ways to Growing Your Store s Performance

By Paul Watkins

New Zealand Standard Book Numbering Agency, United States, 2011. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Making money as an independent retailer, be it under your own brand or that of a franchise group, is not easy. How do you generate a profit when all around you huge discount stores are offering the same products at lower prices and spending millions on advertising? This book explains how growing your store s profits starts with an understanding of the three-part Critical Retail Formula. The formula is Customer Numbers x Customer Spend x Gross Margin = Gross Profit and you must have a strategy for each of these. What you will learn: - Why mass media advertising is a waste of your time and money - Why putting dots on a map is the best market research - How to become the local guru in your field - How to maintain your gross profit despite a falling customer count - The surprisingly big impact you can achieve on sales just by rearranging your shelves and store layout. - How your next new customer is already standing in front of you i.e....


[READ ONLINE](#)

[2.85 MB]

Reviews

The book is great and fantastic. I could comprehend almost everything using this published e publication. I am just very happy to explain how here is the very best ebook i have study inside my very own existence and could be he greatest book for ever.

-- **Mekhi Marvin DVM**

This book is definitely not effortless to start on looking at but really exciting to see. It really is simplistic but surprises from the 50 % from the pdf. I am just effortlessly can get a delight of looking at a published book.

-- **Thurman Schamberger**

Other Books



Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



Rookie Preschool-NEW Ser.: The Leaves Fall All Around

Book Condition: Brand New. Book Condition: Brand New.



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn DR Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.



Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...