



Setting Up Shop: The Complete Step by Step Guide to Starting and Running a Successful Retail Business in Australia

John Stanley

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Retailing is one of the most exciting professions you can enter. In Australia, this dynamic and growing industry is worth over \$18 billion a year. Many new enterprises fail because they do not do their homework when they start their business.

Setting Up Shop is a toolkit for anyone starting or buying a retail business in Australia, and aims to provide a simple step-by-step approach to setting up a retail business. It covers everything from buying an existing business versus starting a business, writing a business plan, location and buying versus leasing, to finance, pricing, merchandising, recruiting, marketing and succession planning.

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