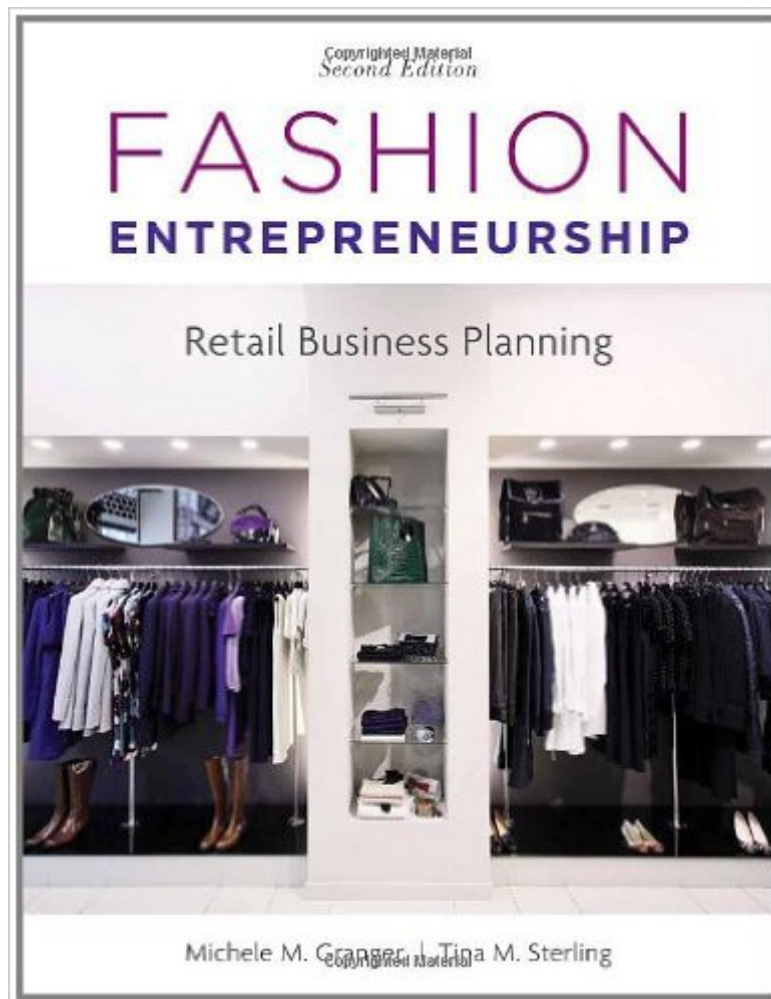


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# Fashion Entrepreneurship: Retail Business Planning



## 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

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## Customer Reviews

If you are entering the world of retail fashion or the fashion industry this book is an absolute necessity. Excellent detailed information taking the reader through the fashion retail process, e-commerce and writing a business plan. The CD rom that comes with the book is superior to other business plan software and makes writing a business plan easy.

This book is required reading for those interested in opening any form of fashion retail business. The text provides step-by-step guides and well thought-out examples for the reader to follow in preparing a business plan unique to this type of retailing.

I purchased this book because I needed help with a business plan. It was very helpful and much of

it is still relevant, even though my Mac didn't recognize the CD it came with (ha ha). The internet data is out of date, but the resources are still good. I did most of the exercises and it was really helpful to help define for my plan. If you are having trouble understanding some industry lingo and what some of the roles are in the industry, this book can help with that. I did not do the exact business plan (advice from the SBA) from this book, but it helped me find the data I needed to make my plan better. It has relevant fashion industry information and it is very readable (for a textbook - if you hated textbooks or don't know how to use, I may recommend to skip this one). I bought mine for around \$10, so it was a good buy. I wouldn't pay more though. If you can get one for a low price, it is a good book.

This is an ideal resource for building a business plan to secure funding for a fashion retail store. Step-by-step guidelines for writing the plan and operating the store. There is nothing else like this book on the market!

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!

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

Dr Granger was my mentor/professor at Missouri State. Her knowledge and connections are awesome and this book is real industry information that gives a glance at things to think about in pursuing a career in fashion.

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