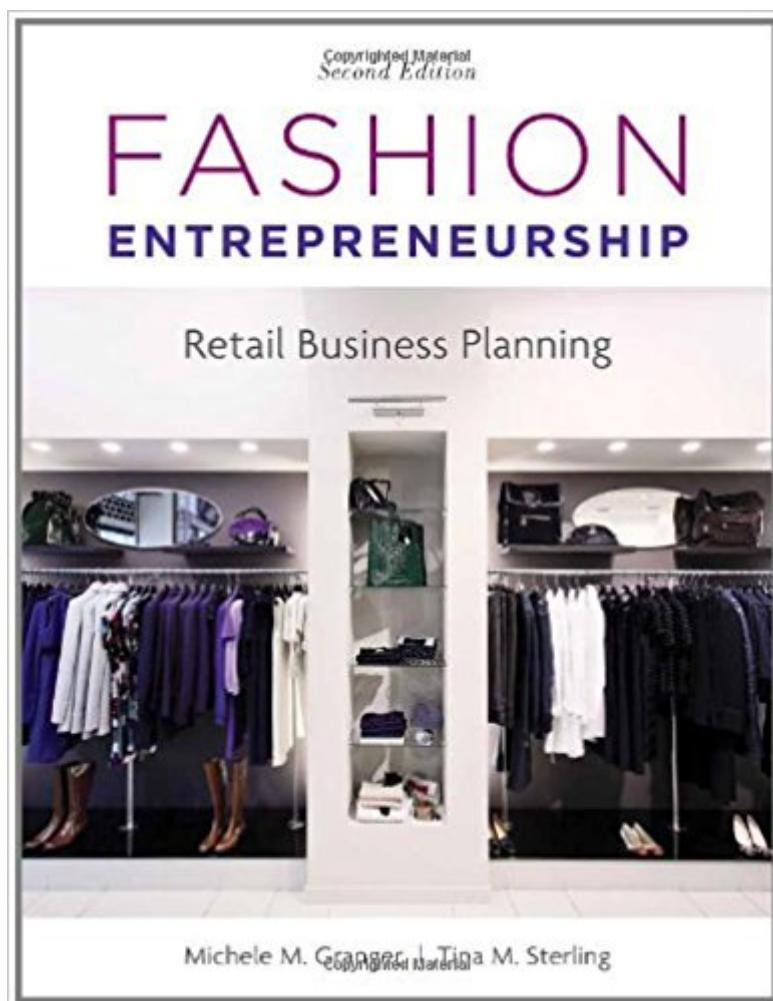


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# Fashion Entrepreneurship: Retail Business Planning



## **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**

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

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