Running a Retail Store

One of the earliest forms of entrepreneurship was selling goods to the public. In the early days it was the General Store that carried a little bit of everything.

Today we are seeing stores becoming more and more specialized in what they offer.

Being a retailer comes with its own unique opportunities as well as its challenges.

If you are thinking about starting a retail store, we'd love to help you get started by helping you create a vision and a plan to make that happen.

We'll help you explore new trends and how they can apply to you and your dream and help you start with a solid foundation.

Would you like to see how we could help you? Contact us today!

rhondaloweconsulting@gmail.com

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Frequently Asked Questions

♦ **How much will it take to start?**

'   This is based on a number of factors including the size of your store, where you are located, the mix of merchandise and services you will offer and more.

♦ **What kind of hours should I be open?**

The first thing to realize is that you are going into a retail-based business. That means it will not be a 9-5 Monday-Friday job. You will want to be open when your customers expect you to be open so they can purchase from you.

♦ **How can I find out if there are enough customers to support my business?**

Part of the work we do together is to validate your idea through market research. You want to go into this with your eyes wide open to protect your investment.

♦ **I love to shop but I don't really know how to run a business.**

That is also part of our time together. Running a business does not have to be complex but you do need to understand some basic principles and put some systems in place. We work with you on that too!

Areas Commonly Worked On :

- Create a business plan to capture your dreams and goals

- Plan the best merchandise mix

- Create a store layout that encourages sales

- Find your most effective marketing tools

- Find what makes you stand out from the crowd

- Funding your business

♦ Create a solid budget

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