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By Stephanie Chandler

Authority Publishing. Paperback. Book Condition: New. Paperback. 124 pages. If you have ever considered opening a used bookstore, here is your chance to learn from someone who knows first-hand what it takes. In 2003 Stephanie Chandler left behind a career in the Silicon Valley and opened a 2800-square foot bookstore in Sacramento, California. Along the way she documented her processes, noting what worked and didnt work, and compiled the results into this comprehensive, real-world guide that explains what it takes to start and run a successful used bookstore. Features in this workbook include: WORKSHEETS: Budget planning, evaluating competition, forecasting, and more BUSINESS BASICS: What you need to get started INVENTORY: Twelve sources for acquiring used books SUPPLIERS: Library supplies, printed goods, retail supplies and more SHOP SET-UP: Store layout, book categories, bookseller software and tools OPERATIONS PROCEDURES: Trade policies, overstock, and a sample operations manual MARKETING: Low-cost and no-cost tactics for maximum exposure WEBSITE: Steps for setting up a website and selling books online RESOURCES: Dozens of useful website links BUSINESS PLAN: Sample business plan (actual plan used by the author) Chandler doesnt sugar-coat her experiences. Instead, she offers realistic and practical information that can save you countless hours in research and planning, while preventing you from making costly mistakes....



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