

(Download pdf ebook) Upstart Guide to Owning and Managing a Florist Service

Upstart Guide to Owning and Managing a Florist Service

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Dan Ramsey : Upstart Guide to Owning and Managing a Florist Service before purchasing it in order to gage whether or not it would be worth my time, and all praised Upstart Guide to Owning and Managing a Florist Service:

If you have creative or artistic skills, love flowers and are looking for a chance to run your own show, consider joining the half a million people who work in the floral industry. As an added benefit, statistics show that florist shops have one of the highest success rates of all retail stores! As you get to know the floral business, you'll find a myriad of opportunities -- from flower kiosks to full-service shops to those serving the special needs of business customers. This step-by-step guide will show you the ins and outs of getting started as an entrepreneur in the floral business, including:

- * How to select a retail site to position your venture for success
- * Getting the best price for the highest quality stock
- * Building a base of customers who will come to you with all their floral needs
- * Planning for profitable growth of your business

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