



Brick and Mortar Business for...

NEWBIES

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Introduction

So you've decided that you are interested in starting your own retail store, but you need a little bit of help in getting started; well you came to the right place.

It is not easy to start a retail business, but it doesn't have to be too difficult either. All you really need is the right advice to help you figure out where to start. That is why this manual has been written.

This will be your comprehensive guide to starting your very own retail business.

In this manual you will learn to:

- **Prepare your business plan**
- **Where to start**
- **Knowing your competition**
- **Marketing**
- **Insurance**
- **Registrations, permits, and licenses**
- **merchandising**

Is It Right for Me?

For all of the many that have actually had the thought of starting their own business, most of them don't. There are a great many reasons why people don't take their ideals of running a business past thoughts alone. Perhaps they fear quitting the comforts of a regular paycheck. Some fear that they lack the intelligence or commitment to follow through with it.

It takes a lot of gumption for anyone to have the courage to start their own business. A retail business is one of the hardest businesses to run; even more so than a restaurant. The reason of course is the competition. There are literally millions of retail businesses currently in business across the world. Hundreds of thousands of these go under every year.

It can be a frustrating thing to do at times, but it can also be a very rewarding one as well. There are a great many reasons why a person might want to start their own retail business, but before you do, you should ask yourself these questions first.

- 1. Can I afford to open my own retail business?**
- 2. Am I eligible for a loan from a bank?**
- 3. Do I have the right attitude to start my own business?**
- 4. What type of retail business do I want to own?**
- 5. What type of retail business can I succeed in?**

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