



Fashion Entrepreneurship: Bundle Book + Studio Access Card (Mixed media product)

By Michele M. Granger, Tina M. Sterling

Bloomsbury Publishing PLC, United States, 2015. Mixed media product. Condition: New. 2nd Revised edition. Language: English . Brand New Book. 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. Introducing Fashion Entrepreneurship STUDIO--an online tool for more effective study! ~Study smarter with self-quizzes featuring scored results and personalized study tips ~Review concepts with flashcards of terms and definitions ~Access images of sample forms ~Practice your skills with assignments tailored for each chapter ~Further your knowledge with templates for a business plan assessment and concept statement ~Redeeming the code inside this card will give you full access to the content previously contained on the DVD or CD packaged with this book This...



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