

Pop-Up Business For Dummies

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Reviews

Complete information for publication fans. Better then never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.

(Ellie Stark)

POP-UP BUSINESS FOR DUMMIES



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Pop-Up Business For Dummies, Dan Thompson, Whether you re just starting out and want to test the viability of your business, or you re an established business looking to expand your reach, pop-ups offer an exciting and flexible opportunity. They re a great way to try new business ideas, experiment with a new product, location or market, gain exposure, and learn about your customers - all with limited risk and financial outlay. Inside Pop-Up Business For Dummies, you Il find: * Planning your pop-up venture - whether it s a shop, studio, gallery, or community hub. * Finding the right space for you. * Negotiating with the landlord and sorting out the legalities. * Fixing up and fitting out your space on a budget. * Pulling in the punters - advertising and marketing your pop-up. * Managing a successful pop-up business day-to-day. * Closing up shop efficiently. * Lots of case studies, checklists, tips and hints from experienced pop-up people!.



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