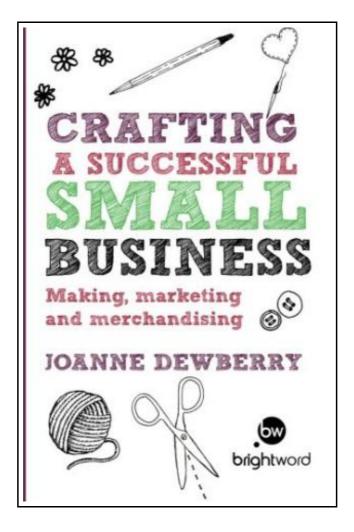
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CRAFTING A SUCCESSFUL SMALL BUSINESS: MAKING, MARKETING AND MERCHANDISING



Brightword Publishing. Paperback. Book Condition: New. Paperback. 196 pages. Dimensions: 8.7in. x 5.7in. x 0.7in.The UK handmade market is currently riding high as our attitudes to shopping and the products we want to buy are changing. With this change comes a new wave of manufacturers - small, local and talented. If you are a producer of handmade products, or you have a craft hobby and are thinking about taking the next step and wondering how to do it, then this book has the answers. In it you will find out: - How to turn your hobby into a small business - Where to sell your products, both on and offline - How to price your products - How to develop a unique and recognisable brand - Where to start with visual merchandising - How to use social media to market your business This book not only takes you through these points in no-nonsense plain English, but also has quirky craft activities to complete along the way. Jam-packed with top hints and tips from real-life crafty small business owners in the know, this book is essential reading for anyone looking to craft their way to success! This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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