



Entrepreneurship in Action: A Retail Store Simulation

Rosalie J. Regni, Jimmie G. Anderson

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Many design students dream of opening a retail store of their own, but the actual process of starting their own business can be quite daunting. *Entrepreneurship in Action: A Retail Store Simulation* provides an opportunity to practice all the steps necessary to conceptualize, develop, open, and finally operate a business in the safe and nurturing environment of the classroom. As they prepare to open their simulated retail business, students learn how to develop a product and product niche, conduct market research, and find funding and a good location for their store. Most important, when they reach the end of the book, they will have written a complete business plan in a format suitable for submission to a bank or other lending institution. This book brings your enterprising students one step closer to making their dream a reality. Each chapter begins with learning objectives and explains a concept, as well as addresses questions that an entrepreneur would need to ask. An assignment follows that directs the students to think creatively to apply the theoretical knowledge previously introduced. The simulation thus pulls together the content as well as the format of a well-conceived business plan.

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This Entrepreneurship in Action: A Retail Store Simulation is great publication for you because the content which can be full of information for you who have always deal with world and also have to make decision every minute. This kind of book reveal it information accurately using great plan word or we can state no rambling sentences inside. So if you are read it hurriedly you can have whole data in it. Doesn't mean it only provides you with straight forward sentences but challenging core information with attractive delivering sentences. Having Entrepreneurship in Action: A Retail Store Simulation in your hand like obtaining the world in your arm, facts in it is not ridiculous just one. We can say that no e-book that offer you world in ten or fifteen minute right but this publication already do that. So , it is good reading book. Heya Mr. and Mrs. hectic do you still doubt this?

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