



Business Development for Mom and Pop: How to Run, Develop and Grow a Small Family Business (Paperback)

By John P Kuehn PhD

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. The object of this book is to help you transform from a jack of all trades to an entrepreneur. Eventually you will start working on rather than in the business and your work week should go down to about three hours. I know, three hours, you see this and think how ridiculous that is, but think about it. How often do you see the owner of a McDonalds work at the store or Starbucks or any of the successful businesses. Business Development involves continuous refining and redesigning a business in order to realize its full potential. It involves adjustments to management, financials, leadership, marketing, sales, information management, facilities, customer service and more. For a robust company able to withstand changes in the economic environment, business development never stops but is an ongoing process. The main thrust, goal and objective of this book is to provide a business development workbook for the small (under ten employees) retailer. Whether you're trying to break out of a plateau, or just trying to survive, the procedures, functions and activities explained in this...

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