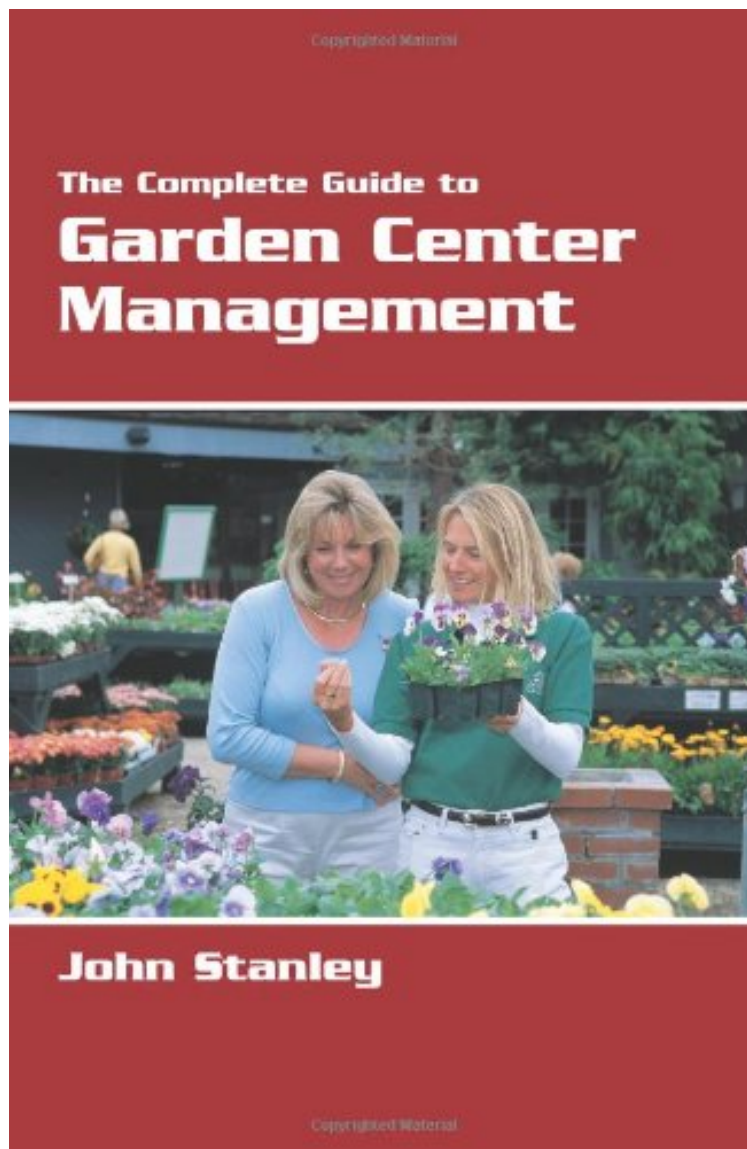


(Free download) The Complete Guide to Garden Center Management

The Complete Guide to Garden Center Management

John Stanley

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#640638 in Books Chicago Review Press 2002-04-01Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 9.00 x .89 x 6.00l, 1.24 #File Name: 1883052319348 pages | File size: 28.Mb

John Stanley : The Complete Guide to Garden Center Management before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to Garden Center Management:

0 of 0 people found the following review helpful. Content good, but...By Douglas K. RoseGood intent. Book in average condition. Bottom stained, closed cover tear, dog eared cover and pages, spine sticker leftovers. 0 of 0 people found the following review helpful. A Good Reference For Garden Centers ManagementBy Jorgito SimoI myself run a garden center. The book covers a lot of ground. It brings good ideas and many alternatives to what I already know. It

is not very technical but it is exactly what I was looking for. If you want more it is plenty of bibliography. Well done and the content is organized in a easy way. A nice work. I do recomend it. 1 of 1 people found the following review helpful. Great! By Klaus Hunter I bought this book after bankrupting two garden centers, I have really high hopes for this one. My loanshark suggested I seek some guidance on our new business endeavor. I think this book is just the trick.

Helping people compete with the many retail outlets and superstores that now carry plants and gardening supplies, this guide discusses the beginning stages of opening a gardening business, from finding financing, choosing a location, and shaping a business plan to the advanced practicalities of running existing shops, including how to promote, display, and handle live goods. Also discussed are websites, creating flow, signage, fixtures, purchasing decisions, and employee management.

About the Author John Stanley is a retail consultant and the author of *The Nursery and Garden Centre Manual* and *Just About Everything a Retail Manager Needs to Know*, and the creator of the CD-ROM *Creative Displays for Profit*.