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Crafting a Successful Small Business: Making, Marketing and Merchandising

By Joanne Dewberry

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...



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Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS