

The New Store Workbook, Revised Edition: MSA's Guide to the Essential Steps from Business Plan to Opening Day (Museum Store Association)

Museum Store Association

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The New Store Workbook gets down to the nitty gritty of planning to open a new museum retail store, from calculating the sales dollars needed per square foot, to estimating dollars spent by visitors, all the way to moving the whole operation onto the internet. The twelve chapters that make up this journey are peppered with charts, tables, and real-world examples, including inventory projections, purchase orders, job announcements, and press releases. It's your personal assistant, helping you embark on a successful adventure straight through opening day.



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