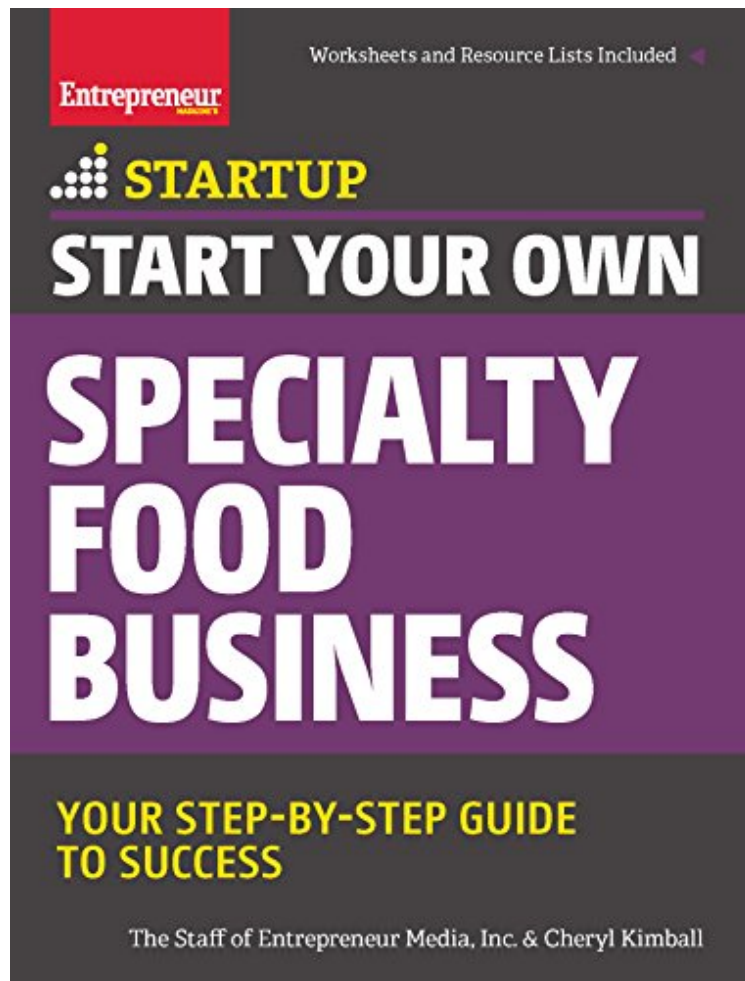


(Read free) Start Your Own Specialty Food Business: Your Step-By-Step Startup Guide to Success (StartUp Series)

Start Your Own Specialty Food Business: Your Step-By-Step Startup Guide to Success (StartUp Series)

Cheryl Kimball

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Cheryl Kimball : Start Your Own Specialty Food Business: Your Step-By-Step Startup Guide to Success (StartUp Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Your Own Specialty Food Business: Your Step-By-Step Startup Guide to Success (StartUp Series):

0 of 0 people found the following review helpful. Not really helpfulBy Michael J. DellarcipreteNot enough real information.0 of 0 people found the following review helpful. Three StarsBy Sending An Angeljust okay1 of 1 people found the following review helpful. SpecialistBy DarrenIngram_dot_comThis is a clearly a specialist book, aimed at helping people jump on a trend to set up their own speciality food business. There is growing demand for locally produced, specialist food and drink products and a book like this may help spark an idea and help actualise its development.Clearly this is written with a U.S. audience in mind, although a lot of the advice will still be the same

regardless of where you are in the world. It is just that you may need to check the legal and regulatory side of things by yourself. In any case, the book gives a quite sensible, calm and focussed look at the various steps involved in setting up a speciality food business, without resort to hyperbole, so you clearly understand it is not an easy undertaking but it can potentially be a worthwhile one. Despite being a focussed, specialist read it managed to hit the right spot and get this reviewer thinking or daydreaming. Now, there is no way that one will knowingly set up a specialist food business but never say neverhellip; The regulatory climate local to this reviewer is not overly welcoming towards the smaller guy having a go, yet things are changing and many are already setting out and trying to carve a niche for themselves in an otherwise large sea of mediocrity delivered by the major chains and the big brands. Even if you have a vague idea, this book could help you stress-test your thoughts. Its low price would be a good investment and it may save your sanity and finances if you don't go forward with a half-baked plan. If you are still convinced that there is a market waiting for you, then the book's advice will be golden and pay for itself many times over in a blink of an eye. It could even be a good read for the curious, general reader; providing a little insight to a sector that many think is easy (it is just cooking, right?) but in reality it can be very challenging, frustrating and features a lot of hard work.

Bring Your Fresh Ideas to Market and Profit Fueled by growing consumer demand for new tastes, cleaner ingredients, health benefits, and more convenient ways to shop and eat, the business of specialty food is taking off at full speed. This step-by-step guide arms entrepreneurial foodies like yourself with an industry overview, the hottest trends, important research and statistics, and insight from practicing specialty food business owners on key growth drivers, opportunities, and how you can differentiate from other food businesses. Discover how to: Find the right avenue for your specialty food business: home-based, retail shop, production, wholesale, or distribution Create a solid business plan, get funded, and get the essential equipment Get the right licenses, codes, permits, insurance for your operations Gain a competitive edge using market and product research Find a profitable location, partnerships, and in-store shelf space Promote your business, products, and services online and offline Attract new and loyal customers using social media platforms like Instagram, Snapchat, and Pinterest Manage daily operations, costs, and employees Plus, get valuable resource lists, sample business plans, checklists, and worksheets

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