



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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