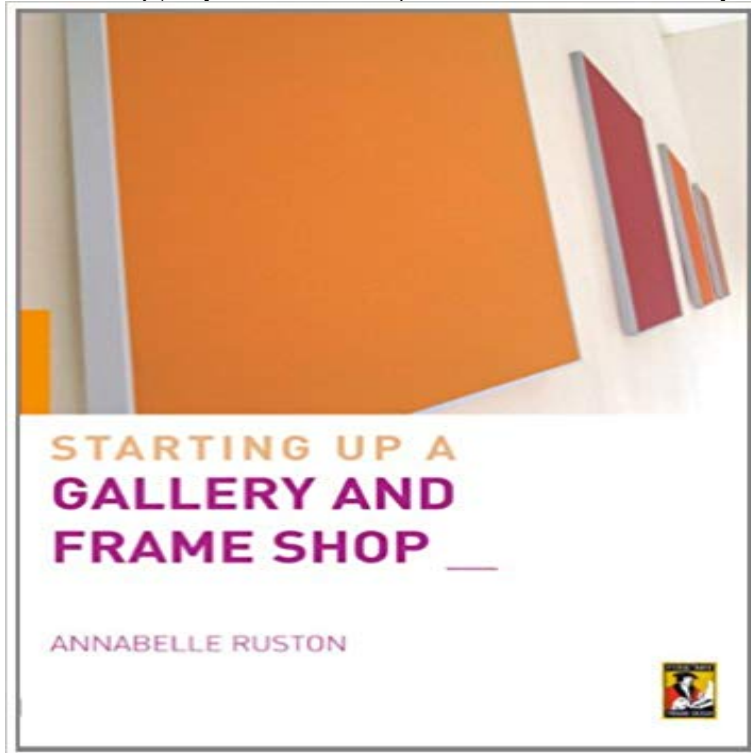


Starting up a Gallery and Frame Shop



Written in conjunction with the Fine Art Trade Guild, this book offers advice on starting up your own gallery. It covers all the basic questions involved such as the pros and cons of running your own business, choosing premises, start up and running costs, typical leasehold agreements, financial projections, grants, business plans, cashflow and financial management, contracts, exploring product groups and sourcing products, pricing, role of computers, the Internet and e-marketing, capital investment, effective marketing, stock display, sales techniques, employing staff, legalities, etc. There are also case studies.

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