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Michele M. Granger, Tina Sterling

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This text provides a background in entrepreneurship for apparel, accessories, textiles, and home furnishings business development. In addition, the text delivers the information needed to develop a comprehensive, effective business plan, aspects of which have been incorporated in chapters on merchandising, operating procedures, human resource development, and financing. Further examined is the development of a fashion retail business from concept articulation to exit strategies. Included is a discussion of brick-and-mortar businesses, click companies, and service firms in the apparel and soft-good sectors. The last chapter of the text presents a sample business plan.

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