



## Entrepreneurship in Action: Bundle Book + Studio Access Card (Mixed media product)

By Rosalie J. Regni, Jimmie G. Anderson

Bloomsbury Publishing PLC, United States, 2015. Mixed media product. Condition: New. Language: English . Brand New Book. Many design students dream of opening a retail store of their own, but the actual process of starting their own business can be quite daunting. Entrepreneurship in Action: A Retail Store Simulation provides an opportunity to practice all the steps necessary to conceptualize, develop, open, and finally operate a business in the safe environment of the classroom. As they prepare to open their simulated retail business, students learn how to develop a product and product niche, conduct market research, and find funding and a good location for their store. Most importantly, when they reach the end of the book, they will have written a complete business plan in a format suitable for submission to a bank or other lending institution. This book brings enterprising students one step closer to making their dream a reality. Each chapter begins with learning objectives and explains a concept, as well as addresses questions that an entrepreneur would need to ask. An assignment follows that directs the students to think creatively to apply the theoretical knowledge previously introduced. The simulation thus pulls together the content as well as...



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