

SO YOU READY TO

BOUTIQUE

OR STAY THE SAME

*Mini Course
Workbook*

The Love Davis Group LLC
Workbooks For The Fashion CEO



"Retailing has evolved into a complex system of supply (how long will it take to ship to me) and demand (I want it right now). It is shaped by quickly changing technology and even more changing fashion trends!"



Approximately 20% of retail businesses
succeed!!

How Will You?

Why are you in BUSINESS?

How will it make your life better?



Who Are You?

Do you consider yourself a leader?

Check the skills that apply!!!

- 1. Confidence
- 2. Trustworthiness
- 3. Enthusiasm
- 4. Steadiness
- 5. Focus
- 6. Flexibility
- 7. Easy to communicate with

It is important that you know what your leadership capabilities are before you call yourself a boss or a CEO!! If you can't lead a great team, you can sell a great product!



THE RIGHT QUESTIONS

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1. How do I start to build my store?
2. How can I best customize the overall look of my online store?
3. What kind of payment system should I use?
4. How will I handle customer service?
5. How should I determine shipping costs?





6. How do I create the best product descriptions and images?

7. Should I allow customer reviews and social sharing?

8. How will I start to attract shoppers?

9. How should I handle returns?

10. How can I track the success of my store?



YOUR CUSTOMER



Who are You Buying For?

What is The Age Group?

How will your product fit into their life?





THEIR LIFESTYLE

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1. Where does your target market buy?
2. How are they interacting online?
3. Where are they spending their free time?
4. How much are they willing to spend online?
5. What are their needs?

