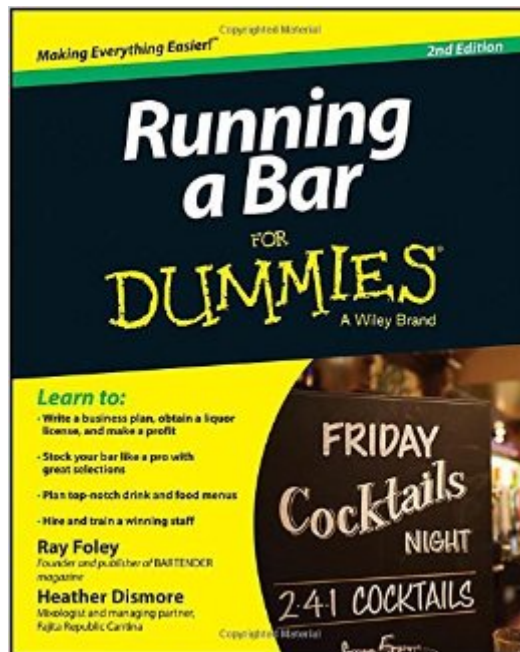


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# Running A Bar For Dummies



## Synopsis

Get insider details on how to operate a successful bar *Running a Bar For Dummies, 2nd Edition* shows established and future bar owners how to establish and maintain a successful business. Using clear, concise language, this For Dummies guide contains all the information you need to start your bar off on the right foot. From grand opening to last call, you'll discover the insider tricks that keep the business end running smoothly and the customers happily engaged. With updated information on marketing and social media, the book walks you step by step through the entire process, revealing the nitty-gritty details most new bar owners only discover after starting. The bar business continues to grow; however, securing running capital and having knowledge about the business are cited as the two biggest reasons new bars fail. *Running a Bar For Dummies, 2nd Edition* shines a light on these issues to help bar owners prepare properly. The book helps you find your way through the maze of licensing and permits, developing a business plan, and preparing for your grand opening, plus offers clear, no-nonsense guidance on dealing with tough customers. Every step of the way, *Running a Bar For Dummies, 2nd Edition* is a reference you can count on. Understand the bar business and important legal issues Stock the necessities, including equipment and inventory Promote your business using marketing and social media Manage expenses and control cash flow When run correctly, a bar can be an extremely profitable business, but the key to success is knowing exactly what you're getting into. By recognizing common problems and teach you how to adapt quickly to changing conditions, *Running a Bar For Dummies, 2nd Edition* provides the information you need to develop those skills, and get your bar started.

## Book Information

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## Customer Reviews

I've really enjoyed reading Running a Bar For Dummies. Some of the info is very basic, but that's what the whole series is about. Making no assumptions about your bar knowledge, it starts from the beginning and moves you through all the steps you need to take to get started and avoid the many potholes that could await you. Very helpful and well written. I highly recommend this book to anyone in the bar business.

good book for a beginner or even a good refresher course.... easy to read and understand

It talked me out of making a HUGE mistake! I may not be in the bar business, but that is a good thing!

This book has everything from start to finish NO LIE! Every question you may have its in this book!

^! Enjoy

Nice clear messages within this book. Easy to understand.

Great book, a must for anyone considering entering the bar industry or even if they are looking for general insight.

Very Informational, I would def use is as a reference for when I do open my own Bar.

Informative. Perfect layout. Easy to understand. Acts just like a blueprint.

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