



Products Unraveled: How to Start and Manage Your Own Product Based Small Business

Jennifer Lynne Matthews

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Products Unraveled: How to Start and Manage Your Own Product Based Small Business is the second book in the Business Unraveled series. Following the same visual format as Fashion Unraveled, Products Unraveled was written for individuals starting a business in product development and manufacturing. This book introduces the concepts of customer development, marketing and working with contractors. There are many product based businesses and all follow the same basic rules. Products Unraveled introduces the manufacturing industry to the entrepreneur and walks one through the business implementation process. Products Unraveled sheds light on the practice of budgeting, pricing and developing a business plan. Products Unraveled is user friendly and was designed for the creative individual. This edition features 275 pages, transforming this into a well rounded resource for every product based business.

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