



# Opening and Operating a Retail Bakery

By Rick Douglas Crawford

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Opening and Operating a Retail Bakery, Rick Douglas Crawford, Opening and Operating a Retail Bakery is a resource that is "Right Here, Right Now" by someone who has been in the Industry for decades and is still in it today. The benefit for readers that have been looking for a way to learn what seems to have been a secret for the last 40 years, is gaining the skills required to successfully open their own bakery. Crawford templates the proven steps needed to open a bakery, along with keys to operate it that work in the marketplace. The text provides tools, advice, coaching, and best practices that are based on the author's experience and being used now in the over 85 companies and 500+ retail locations that he currently supports. The application of information in the book will be supported through a student project. This project is the beginning of taking concepts from the book and turning them in to something that readers can execute on to meet the goal of opening and operating a successful bakeshop.



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