



Progressive Marketing and Growth Plan for a Frozen Yogurt Shop: How to Prosper in a Saturated Marketplace

By Nat Chiaffarano MBA

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This 252 page ebook contains the detailed content and out-of-the-box ideas to market and grow a successful Frozen Yogurt Shop Company. This ebook marketing and growth plan provides the content needed to become smarter about targeting customers to build a profitable frozen yogurt shop firm. The fill-in-the-blank format makes it very easy to write the marketing and growth plan, but it is the out-of-the box strategic growth and innovative marketing ideas that will put you on the road to success. It features in-depth descriptions of a wide range of creative products and services, and a comprehensive marketing plan. It also contains an extensive list of Keys to Success, Creative Differentiation Strategies, Competitive Advantages to seize upon, Industry Trends and Best Practices to exploit, Helpful Resources, and Marketing Worksheets. If your goal is to obtain the marketing knowledge, education and original ideas that will improve your chances for profitability and success in a retail frozen yogurt business... then this book was written for you

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