



Marketing and Growth Strategies for a Pet Grooming Service (Professional Fill-in-the-Blank Marketing Plans by specific type of business with editable CD-ROM)

MBA Nat Chiaffarano

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Growth Strategies for a Pet Grooming Service focuses on how to seize current trends and innovative opportunities for profitable growth in a specific field. This targeted guidebook shows how profitable growth must be creatively conceived, actively targeted and properly managed. The purpose of this guidebook is to help alter your company's goals and business processes to challenge conventional wisdom, identify emerging trends, develop capabilities to create new products and services, target new market segments, consider innovative distribution channels, and build new business revenue streams adjacent to your present core business competencies. In today's competitive economy, for a Pet Grooming Service business to survive, the development of a growth strategy is a necessity, not an option. Includes growth financing options. Includes editable CD.

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