



# Bike Shop Strategy

*Jeff Napier*

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## **Bike Shop Strategy** Jeff Napier

This book is for people who own bicycle stores. Inside, you'll discover more than a hundred profitable strategies for managing customers, inventory, paperwork, employees, your repair business, and advertising and publicity.

You'll discover ways to fix a floundering business, ways to get good free publicity, ways to make a smaller inventory do more, ways to have more fun with your business, and of course ways to increase your income. Some may not be for you, but you'll find dozens that are just right, each of which will make a huge difference in your business. Some take a while to implement. Others are a mouse click away. Just pick the ones that resonate with you. You might think of this book as free, since implementing just one of these strategies can instantly bring you far more than the cost of this very specialized book. This book was written by Jeff Napier, founder of three bicycle shops, some other bicycle businesses, and former business coach.

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