

HOSPITALITY, LEISURE AND TOURISM

# Business Development in Licensed Retailing

A UNIT MANAGER'S GUIDE

CONRAD LASHLEY  
GUY LINCOLN



# Business Development In Licensed Retailing

**K Morrison**



## **Business Development In Licensed Retailing:**

**Business Development in Licensed Retailing** Guy Lincoln, Conrad Lashley, 2012-05-31 Business Development in Licensed Retailing a unit manager's guide details the indispensable skills and techniques needed to manage units within licensed retail organisations in a flexible and entrepreneurial manner This book Forms the basis of a complete course for a unit manager's development Provides an overview of the range of skills needed for effective unit management Supports the development of techniques with examples from existing best practice and case examples from companies such as JD Wetherspoon's TGI Fridays and McDonald's amongst others Business Development in Licensed Retailing considers the functional management techniques required at unit management level covering recruitment human resource management operations service quality and customer relations financial measurement and analysis promotions and strategic planning The analysis systematically provides all the practical know how you need to produce of a comprehensive business plan for your unit Ending with a comprehensive case study that demonstrates all the aspects of business development working in a real life scenario the text is ideally suited for lecturers and management development personnel to use as a learning resource through which readers can apply the principles and techniques outlined [Business development in licensed retailing](#)

Conrad Lashley, 2011 **Business Development in Licensed Retailing** David Fuller, 2017-03-07 Business Development in Licensed Retailing considers the functional management techniques required at unit management level covering recruitment human resource management operations service quality and customer relations financial measurement and analysis promotions and strategic planning The analysis systematically provides all the practical know how you need to produce of a comprehensive business plan for your unit **British Qualifications** Kogan Page, 2006 The field of professional academic and vocational qualifications is ever changing The new edition of this highly successful and practical guide provides thorough information on all developments Fully indexed it includes details on all university awards and over 200 career fields their professional and accrediting bodies levels of membership and qualifications It acts as an one stop guide for careers advisors students and parents and will also enable human resource managers to verify the qualifications of potential employees

**Franchising Hospitality Services** Conrad Lashley, Alison Morrison, 2007-06-07 Franchising in the Hospitality Industry provides an overview of the issues debates and challenges associated with business franchising In two parts this text firstly looks at the issues from both an academic and practitioner perspective The second part looks more closely at service sector groups in the hospitality industry such as hotels leisure and catering using national and international examples and illustrations These demonstrate how the theories and debates discussed in the first part are tackled in real life situations Examples used are from well known companies such as McDonalds Baskin Robbins Burger King Choice Hotels Holiday Inn Domino Pizza Pierre Victoire amongst others *The Journal of the National Association of Retail Druggists* National Association of Retail Druggists (U.S.), 1913 *Which Degree Directory Series*, 2000 **Which Degree Guide**, 2004

The Retail Druggist ,1916      **Retail Lumber Sheds and Sales Equipment** Robert Young Kerr,1917      *Modern Retailing* Joseph Barry Mason,Morris Lehman Mayer,1987      Caterer & Hotelkeeper ,1996      **Progressive Grocer's Marketing Guidebook** ,2008      **National Retail Meat and Food Dealers Message** National Association of Retail Meat Dealers,1929      People Management ,2002      *Year Book of Retailing* National Retail Dry Goods Association (U.S.).  
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