

# The specialty shop: how to create your own unique and profitable retail business

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## Abstrak

At some point in their lives, many people fantasize about running a shop of their own. But while many of them actually do open their own shop, only about a quarter of them will succeed. Every year, nearly two million small specialty shops open in the U.S. alone, and more than 500,000 go out of business. The Specialty Shop shows readers how they can establish a business that they are passionate about and that will also be profitable for years to come.