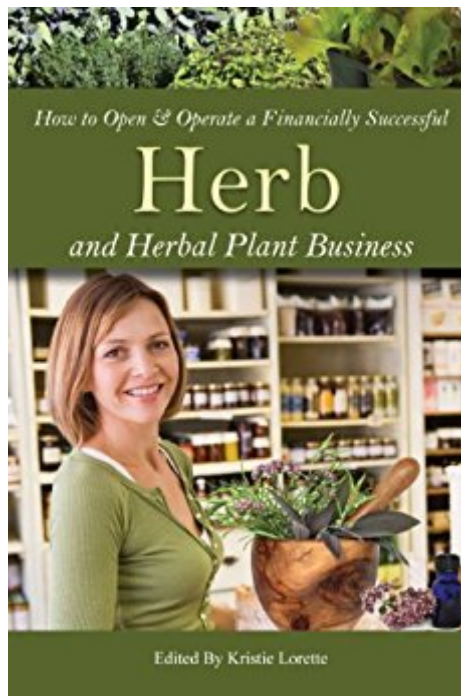


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# How To Open & Operate A Financially Successful Herb And Herbal Plant Business (How To Open And Operate A Financially Successful...)



## Synopsis

Today's health conscious society has redefined how many people look at small business in the food and health industry – you must not only greatly understand how to provide the newest and most effective herbs; you must understand how to differentiate, provide information, and most of all reach your customers before anyone else. Herb businesses operating on the Internet alone have increased by more than 1000 percent since 2002 according to PEW Internet Research and that means a whole lot of people have tried their hand in this market. That means you need the kind of head start that only something like this book can offer – a full review of the various intricacies of the herb business and what new customers and old customers alike are looking for that you need to be able to provide. You will learn everything you need to know before you start your business, first and foremost being the basics and details of the different herbs that you will be using and how they grow, what they do, and what they need. After learning the basics of herbs, you will learn how to structure your business, what you will need to operate an herb business and what is involved in the inner operations of that business as described by other businesses and herb experts. While providing detailed instruction and examples, the author leads you through every detail that will bring success. The world of herb businesses is booming, but there are still only a handful of experts and success stories, and for this book they have been contacted and their expertise added to the pages within to help you understand what works and what doesn't. Learn how to expand your business and enter the market effectively and what you need to do to take advantage of new and popular herbs as they are introduced to the market. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com). Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this

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## Customer Reviews

If you've never owned a business or managed employees before, *How to Open & Operate a Financially Successful Herb and Herbal Plant Business* will provide information you need to get up and running. The first three chapters discuss rudimentary aspects of running an herbal business that you can find in just about any herb business book. The rest of the book is devoted to helping you start and build a successful business. If you've never had a business or hired employees before, this portion of the book--as well as the forms and handbooks in the CD-ROM--can spare you a lot of headaches. Topics include:

- \* Deciding on full- or part-time
- \* Working from home, a retail location, or various markets
- \* Costs associated with a retail presence
- \* Staffing your business
- \* Federal law concerning employees
- \* Tax liabilities
- \* Insurance requirements and options
- \* Naming your business
- \* Choosing the business structure (sole proprietor, LLC, etc.)
- \* Trademarks and branding
- \* Zoning
- \* Sales tax requirements
- \* Writing a business plan
- \* Obtaining financing
- \* Working with the Small Business Administration
- \* Marketing, including information on websites, SEO and social media

Daily operations and future planning! I've owned businesses before, so the questions I had going into this book related to licensing requirements for processed herb products, such as dried herbs, teas, and herbal vinegars. I understand that these must be answered at the state level, but this book should have provided some sort of outline of increased licensing and compliance issues when marketing anything but raw agricultural products.

If you're considering the business potential in herbs, then this book is definitely for you. When you want to turn a hobby or passion into a business, a good survey of the potential is important. That's exactly what you get from this book of collected wisdom from those with experience in the business. If you talk to any small-business people who didn't succeed, you frequently find they started without really understanding what was involved in the effort. Editor Kristie Lorene makes sure you don't have to suffer the same fate with an herbal business. You'll be introduced to the primary things you need to consider when evaluating this type of opportunity. A variety of topics are presented in reader-friendly formats. Topics include the basics of growing herbs, how to choose which ones to grow as part of your business model, and more. You'll also learn how to use herbs, even ways to make income from stock that doesn't sell. One of the most important reasons to read this book is there are literally hundreds of questions to answer if your start-up business is going to be successful. Thanks to the information collected and presented by Ms. Lorette, you'll know what those questions are. I know from experience how important this is: my first business of the ten I've created and sold so far nearly got shut down for lack of a single permit. I simply didn't know I needed that permit in the city where I rented office space--it wasn't needed in my own municipality. This is a tough way to learn the lessons. You can get a head-start on things with this book. The marketing chapter is also an excellent resource. For individuals wanting to turn interest into success, the nitty-gritty of marketing that business is likely not known in great detail.

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