



Business Development in Licensed Retailing (Hospitality, Leisure and Tourism)

Guy Lincoln, Conrad Lashley

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'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.

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