



Start and Run a Bed and Breakfast: All You Need to Know to Make Money from Your Dream Property (How to Books: Small Business Start-Ups)

Louise Weston

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Whether you are thinking about running a B&B or have already made the decision and are ready to start planning your business, this book will tell you all you need to know. If you are already established with a B & B, it will help you provide quality accommodation and maximize your earnings and occupancy rates. Their book will help you in: - Planning and preparing your business, including defining your market, budgeting, pricing, regulation and compliance, accounting and taxation. - Deciding what to offer - in guest bedrooms and for meals and drinks. - Dealing with practicalities, such as managing reservations and keeping records, taking payments, maintaining safety and security. - Marketing your B&B - setting your strategy, networking and making local contacts, advertising and PR, creating your own website. - Expanding your business and ultimately selling it. Also included is direction to a dedicated website to support you as you build your successful B&B business. This second edition has been completely and thoroughly revised and updated to include, amongst other new material, important changes in the area of regulation.

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