



Ultimate Distribution Guide: A Reference Guide for Launching New Products Into The Retail Market

Joel A Goldstein

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It is important for every business whether you're starting on a shoestring budget or as an offshoot of a corporate partner to understand these fundamental business terms. How you structure your contracts will impact your future success when you grow in the retail market. If you create a company, you may not have the funds to hire an accountant to put together your books. If you aren't employing an accountant then you need to understand what it takes to put together basic financials for your company. This understanding can directly impact the bottom line of your business. You will learn how to launch a new product into both major retailers and independent store owners using information that we've learned over 30 years in the industry.

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