



How to Make Your Frozen Yogurt Shop Stand Out from Competitors: Innovative Differentiation, Growth and Marketing Strategies

Nat Chiaffarano MBA

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This 144 page book was published to help Frozen Yogurt Shop business owners to think outside-of-the-box and make their businesses prosper in this new very competitive marketplace. Growth Strategies range from new product and service development to formalizing a comprehensive marketing plan.

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