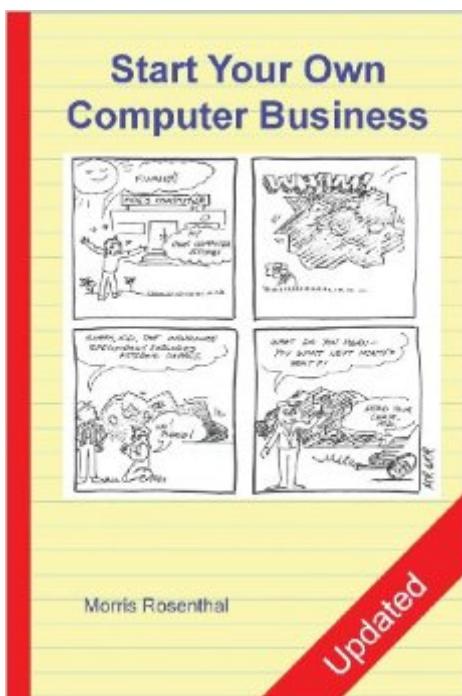


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# Start Your Own Computer Business: Building A Successful PC Repair And Service Business By Supporting Customers And Managing Money



## **Synopsis**

2013 UPDATED EDITION - If you purchase the book as new or used through Marketplace, check with the seller that you are getting the updated edition with an "Updated" banner on the cover. From buying and selling PC hardware to product development and selling services, "Start Your Own Computer Business: The Unembellished Guide" offers a realistic picture of making it on your own. Bestselling author, Morris Rosenthal, has 15 years of experience in the computer business, building and repairing thousands of PCs and helping hundreds of customers. The book mixes practical advice and cautions with real-world anecdotes of successes and failures. Dollars and cents play a prominent role in the book, as Rosenthal stresses that the real challenge of succeeding in the computer business is the business part of the equation. Managing employees, inventory and scarce financial resources are covered, along with how to remain sane and when to quit. The book is illustrated with a series of original cartoons on the computer business subject.

## **Book Information**

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Average Customer Review: 4.1 out of 5 starsÂ  See all reviewsÂ  (69 customer reviews)

Best Sellers Rank: #427,110 in Books (See Top 100 in Books) #53 inÂ  Books > Computers & Technology > Hardware & DIY > Maintenance, Repair & Upgrading #594 inÂ  Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #686 inÂ  Books > Business & Money > Small Business & Entrepreneurship > Home Based

## **Customer Reviews**

I liked the book. From a small pc builder's viewpoint, a hard part in getting started is in finding REAL wholesaler sources. (Not middlemen who get in the way and jack up one's final costs). The book mentioned a website called the Reseller's source kit. ( [...] It is a "subscription only" site (to gain access to the vendor's). But, they also offer a free newsletter. I joined the site and while it had interesting newsletters and informative details about the "small-biz-owner-pc-shop" business. I was not blown away by any great pricing, on OEM software, or on hardware. [So the idea of finding

cheap hardware and software, then build a pc for cheap, WHILE making a reasonable (\$100+) profit, very quickly vanished] The small biz owner that deals with PC's has to think NICHE! There's not enough money to be made in marketing of pc's directly to consumers. Maybe \$100 per pc, a big MAYBE! One NICHE could be after-the-sale "services".- Training on software apps,- peripherals training (i.e. video editing),- remote data backup services (offsite disaster recovery)- or other services. If nothing else, it is an eye opening book into what is involved in running this type of business. In today's world, I think a small pc retail business would be very hard pressed to compete against someone like Dell , head to head. Only on price. The giant pc makers have volume purchasing on their side and inexpensive overseas tech support personnel on call. But if you think "computer Consultant" and find a niche area to specialize in, there is money to be made.

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