

ChooseKindness.com Career Description	
Career	Vegan Retail Store
Your Name	Fran Horvath
Business Name	Ethical Planet
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What training is needed to work in this field?	A formal business education is always advantageous in any business but past experience is equally as valuable. Any retail or retail management experience is crucial to run a retail store. Life experience and a constant desire to research and learn are important to continue growing personally and professionally. Great people skills are a must. Lastly, and I believe most importantly, is passion. You have to have a passion for what you do. It shows in every aspect of running your business.
What is a typical week like or what do you spend most of your time doing in your job?	In the retail environment you spend your days helping customers, ordering, receiving and merchandising products, researching new products, creating marketing strategies including advertising, web design, email, snail mail and in-store promotions, community outreach, etc.
What is the job outlook for this field?	The outlook is very positive. As people become more aware of health and environmental issues they will be searching for alternatives to the products they are currently using and consuming. The natural products market is growing by leaps and bounds as can be seen in the current trend toward more organic products. People are looking for healthier ways to live their lives. I believe there will always be a place for the small business owner. Large companies can not provide the personal service that consumers like to have when given a choice.
What are the benefits of working in this field?	Meeting amazing people and learning new things every day. I learn so much from my customers - they are very interesting people. There is tremendous job satisfaction in owning and running your own store. I love what I do. It's my way of feeling like I am making a difference in the lives of animals - bringing awareness of a vegan lifestyle to those who may not know anything about being vegan. By showing that there are other choices that are just as good and in most cases even better I can maybe make enough of a difference to someone who may then choose to embrace a vegan lifestyle.
What advice or other information do you want to share with someone considering this field?	Research your product choices as thoroughly as you can. Know the companies of the products you sell and what they stand for. Be passionate about what you do.