



Museum Store Association Retail Industry Report, 2014 Edition: Financial, Operations, Salary, and Best Practices Information for the Nonprofit Retail Industry

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The 2014 MSA Retail Industry Report provides benchmarks, gives insight, and enables you to make smart business decisions to maximize sales in your museum store. The report includes over 200 tables, including comparisons by geography, size, gross sales, and museum type with which to compare your own store. Tips concerning best practices in stocking, merchandising, and staffing, based on hard survey data, are provided. Information on web sales, catalogues, wholesaling, and special events are also included.

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