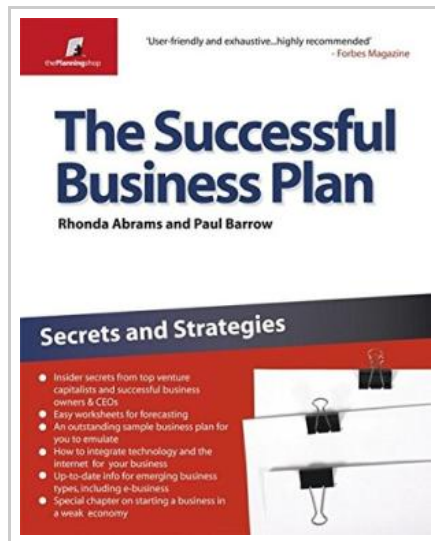




The Successful Business Plan: Secrets and Strategies (4th Revised edition)

By Paul Barrow, Rhonda Abrams

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Successful Business Plan: Secrets and Strategies (4th Revised edition), Paul Barrow, Rhonda Abrams, The ultimate purpose of developing a business plan is to have a successful business. In the long run, it is fruitless to write a business plan that can raise the funds you seek if your enterprise is so poorly conceived it is bound to fail. So a successful business plan should address the long-term needs of your business and devise strategies that enhance both the overall performance of your company and your personal satisfaction. Table of contents: Section I Starting the Process The Successful Business Getting Your Plan Started Making Your Plan Compelling Section II Business Plan Components The Executive Summary Company Description Industry Analysis & Trends Target Markets Competition Strategic Position & Risk Assessment Marketing Plan & Sales Strategy Operations Technology Plan Management & Organisation Community Involvement & Social Responsibility Development, Milestones & Exit Plan The Financials The Plan's Appendix Section III Putting the Plan to Work Preparing, Presenting & Sending Out Your Plan Looking for Money Using Your Plan for Classes & Competitions Internal Planning for Existing Businesses & Corporations Time Saving Tips...



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