



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

By Paul Barrow, Rhonda Abrams

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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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