

Business plan workbook

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Description: -

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Business enterprises -- Finance.

Business planning.business plan workbook

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Notes: Includes bibliographical references and index.

This edition was published in 1992



Filesize: 53.102 MB

Tags: #Business #Planning #Workbook

The Business Plan Workbook

The book also provided a powerful business planning workbook, available as a download from this page, that small business people and entrepreneurs can use to create the income statements, balance sheets, and statements of cash flow needed for a business plan. The Business Plan Workbook is a great resource for startups or for refinancing options.

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Step

The step-by-step approach covers the key topics, including: -validating a business idea -practical ways to research a market -developing a marketing strategy -branding a business -raising finances -forecasting and decision-making techniques -structuring, writing up and presenting a business plan This seventh edition has updated information on competitive strategy, the Five Forces Theory of Industry Structure and other strategic options, such as cost leadership, focus and differentiation.

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