

The Definitive Business Plan The Fast Track To Intelligent Business Planning For Executives And Entrepreneurs Financial Times Series

The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs (3rd Edition)

A business plan in any company is a document with every crucial detail. It covers the following information: what you are going to sell or produce, the structure of your business, your vision on how to sell the product, how much funding you need, information on financial projections, among other details.

The Definitive Business Plan - by Richard Stutely

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What is a business plan anyway? DEFINITION: A business plan sets out the method for running a specific activity over a specific future period. A plan usually reviews the current status of an organisation and sets out an overall business strategy for say five years with a more-detailed operational plan and budget for one-year ahead.

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If you have an idea for starting a new venture, a business plan is essential to determine if your business idea is viable. There's no point to starting a business if there is little or no chance that the business will be profitable - a business plan helps to figure out what your new business's chances of success are.

Business Plan Definition (What Is a Business Plan?)

The Definitive Business Plan shows how to meet the four key objectives – formal documentation, funding, approval and operational management – that will make your plan a living working document. It will help you start, run or revitalise any business enterprise.

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