



How to Write a Business Plan (Paperback)

By Brian Finch

Kogan Page Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 5th Revised edition. 216 x 138 mm. Language: English . Brand New Book. Whether you are starting or selling your own business, business plans are an essential and unavoidable part of the business cycle. How to Write a Business Plan gives you the expert guidance you need to make an impact with your plan, including advice on researching competitors, presenting your management skills and successfully communicating your strategic vision. Whether it is to raise finance, sell a business or develop a specific project, this is your one-stop guide to producing the most professional and convincing business plan for a new venture How to Write a Business Plan provides invaluable help with sales, cash and profit forecasts and is supported by the inclusion of full-length plans available to download online. This new edition has been enhanced to cover digital developments like crowdfunding, online retailing and digital marketing. The creating success series of books. With over one million copies sold, the hugely popular Creating Success series covers a wide variety of topics and is written by an expert team of internationally best-selling authors and business experts. This indispensable business skills collection is packed...



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