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How to Write a Business Plan (Fourth Edition)

By Brian Finch

Kogan Page/Viva Books Private Limited, 2013. Softcover. Condition: New. 4th edition. Description: Whether you are starting or selling your own company, business plans are an essential and unavoidable part of the business cycle. How to Write a Business Plan, 4th edition, gives you the expert guidance you need to make an impact with your written plan, including step by step advice on: ? researching the competitors ? how to present your management skills and experience ? the structure of the plan ? the proposal ? preparing financial information ? risk, legal issues and confidentiality ? how to communicate your strategic vision Along with a glossary of key terms and brand new advice on producing cash and profit forecasts, How to Write a Business Plan contains all the help you'll need to get it right first time. Contents: Introduction Chapter 1: The structure of the plan ? Using appendices Chapter 2: Summary Chapter 3: The business background ? The business ? What is the product or service? ? The markets ? Supply ? How did you get here? Chapter 4: The market ? Overview ? Market structure ? Competitors ? Customers ? Distribution ? Trends ? Competitive advantage ? Market segmentation...



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