

Busn 4th Edition

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you don t need pots of money to start your own gardening business with this book and a willingness to learn you could soon be enjoying a profitable and enormously satisfying career doing something you love whether your aspirations are simply to sell a selection of home grown plants from the boot of your car or to establish a successful all year round gardening business this book will show you how it covers preparing your business plan getting kitted out how to find work and keep it what services to offer and planning the gardening year book keeping for gardeners how to get commercial contracts and provide estimates start a business doing something you love with this accessible guide to building a profitable gardening business

about this book introduction 1 pt 1 where are we now 7 1 your mission 15 2 opportunities and threats 23 3 strengths and weaknesses 38 4 the financial position 57 5 how to diagnose your organisation 97 6 assessing people structure and systems 114 pt 2 where are we going 143 7 marketing options 147 8 marketing strategy focus and priorities 152 9 choosing between alternatives 162 10 financing growth 178 11 acquisitions mergers joint ventures and divestments 219 12 visionary leadership 238 pt 3 how will we get there 253 13 the marketing plan 257 14 the people plan 270 15 managing change 285 16 the financial plan 302 17 writing and presenting your business plan 322 18 exit routes 337 references 352 index 354 index of advertisers 356

business diagnostics is an invaluable reference guide for today s business student and owner the authors have devised a unique framework that allows a business student to quickly find information without reference to numerous business texts and provides small medium size company owners and managers the tools to complete a powerful external and internal evaluation of their corporate health this indispensable book provides insights and reference sources covering a broad spectrum of business issues from digital marketing to operations obtaining financing implementing growth strategies and surviving when times get tough

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