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this book guides accountants through the processes they need to understand to develop and present a high risk business proposal with success this compact guide outlines every issue surrounding a business case from profit benefits and beyond will the proposal change the way the business operates and how can these changes be predicted what risks are involved how can they be understood and how can they be prevented who will manage the investment benefit delivery how can technology be best used to make the venture work all are explained succinctly and illustrated with case studies check lists and templates learn which business proposals make good business sense learn how to explain to others which business propositions they should invest in learn how to present ideas convincingly to senior management

bridger shares the start up experiences of 19 small businesses giving invaluable practical advice on the right business to match the owner s abilities on marketing finance and planning

do you want the power freedom and control that come with becoming your own boss if yes then this book will walk you through the processes of writing a win win business plan the proper way whether you choose to bring your unique ideas to market securely build your new business upon a firm basis or become your owner and manage your destiny a business plan includes a detailed document that explains what the business seems to be all about and how it would make money this one document has the power to make or shatter your chances of success general investors and venture capitalists in a business want to hear a business plan because then they can assess its chances of success drafting a business plan doesn t have to be

challenging for your existing or planned company here is a sneak peek at what you'll learn basics of business plan how critical is a business plan for your business kinds of business plans entrepreneurial advice for newbies common pitfalls and how to avoid them how to identify and develop your target audience elements and keys of effective business plan and much more

if you are starting or selling your own business or wanting to expand your company business plans are essential get expert guidance on how to make an impact with your business plan and successfully communicate 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 this 7th edition now features even more practical exercises useful templates and top tips to help you write a comprehensive and compelling plan as well as content on digital developments such as crowdfunding online retailing and digital marketing the creating success series of books unlock vital skills power up your performance and get ahead with the bestselling creating success series written by experts for new and aspiring managers and leaders this million selling collection of accessible and empowering guides will get you up to speed in no time packed with clever thinking smart advice and the kind of winning techniques that really get results you'll make fast progress quickly reach your goals and create lasting success in your career

starting your own business how to write a business plan have you ever wondered how much more enjoyable your life could be if you started your very own business if you've ever thought about starting and running your own successful business while avoiding some of the most common mistakes made by entrepreneurs or new business owners then this might be the most important expert advice you'll ever need to starting your own business and be equipped with the knowledge on how to write a business plan that will secure the investment you require and keep you on the right track as your business grows included in this guide is every detail on the most important questions every business plan should answer starting your own

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a good business plan should impress potential financial backers by clarifying aims providing a blueprint for the future of your company and a benchmark against which to measure growth how to prepare a business plan explains the whole process in

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every great business starts with a great idea for an entrepreneur coming up with a brilliant business concept is the easy part the tough part comes when you need to create a concrete business plan from the visions in your mind how to write an exceptional business plan will help pull those visions out of your head and onto paper empowering you to clarify your business strategy maximize your odds for bank and lender funding create a strong impression when pitching to investors this book is for entrepreneurs of all backgrounds who need help creating an exceptional business plan in a way that uses common sense and a straightforward approach with the accompanying template kit that comes with this book you will create a business plan that looks professionally developed you will learn how to research your market and forecast your profits with minimal headache and maximum impact if you are ready to take action use this book to conquer the planning phase and move on to the best part creating and growing your business

cover title

whether you are considering a new business venture rethinking an existing one or planning to finance an expanding business you need to document your long term goals and know how to prepare and present your plans preparing a successful business plan will help you create an effective strategy for selling your ideas to investors recognizing that a business plan constitutes

much more than a written document this book will enable you to lay the groundwork for a dynamic process of planning reviewing and updating your business agenda by completing the worksheets contained in this book you will set the foundation of your internal planning process for years to come as future decisions and expansion plans become complex you will find this basic framework will endure and the concepts you outline now will keep you on the course of success

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