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Preparing Effective Business Plans 3 Provide an overview of the business and the reason it is starting
Demographic info Names of the founders Address of headquarters

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Topics guide students through every step of the business plan process including feasibility analysis worksheets, creating a sample plan, and presenting a business plan. MARKET : For entrepreneurs who are looking for guidance with developing effective and compelling business plans.

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of a business idea, it should provide substantial clarity and insight. The ultimate goal of the process is that only well-researched, well-thought out, and potentially feasible ideas enter the business planning process.

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discipline, time and privacy to write an effective business plan. ... The first major section of your plan covers the details of your business. Begin this section with a ... of alternatives and to prepare for the unexpected so that your business can continue to run smoothly. Some businesses fail because they become too successful too soon.

HOW TO WRITE A BUSINESS PLAN

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evaluate the feasibility of a new business idea in an objective, critical, and unemotional way.

Writing a Business Plan

For undergraduate and graduate courses in entrepreneurship . This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan.

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Present Special Insights on Presenting and Writing a Business Plan: The book provides tips and suggesting for presenting a business plan with confidence and pose and includes a 12 slide PowerPoint with suggestions on what to include on each slide.

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