



How to Write a Business Plan (Creating Success)

Brian Finch

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Anyone involved in business will, at some point, need to prepare a business plan--whether it is to raise financing, sell a business, or develop a specific project. Brian Finch covers all the issues in producing a plan--from profiling competitors and forecasting market development, to providing clear and concise financial information. He also includes a full glossary, case histories and a detailed section on the key issue of using internal business plans.

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