



The Complete Book of Business Plans: Simple Steps to Writing Powerful Business Plans

By Covello, Joseph; Hazelgren, Brian

Sourcebooks, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction - Section One: Getting Ready to Write Your Winning Business Plan Chapter 1: Evaluating You and Your Business Idea - - A Few Facts - The Journey Begins With You - What Are Your Goals? - Involving an External Coach - Self-Development and Self-Improvement - The Journey Continues with Your Business Idea Chapter 2: Powerful Guidelines for Writing a Winning Business Plan - - Ready, Set, Almost Go - Your Heart and Soul - What Potential Suppliers of Capital Look at First - Create Your Unique Selling Advantage - Define Your Business - Name Your Business - Contents of Your Winning Business Plan - Anticipated Challenges and Planned Responses - Practical Tips Chapter 3: 100-Plus Questions to Personal and Business Success - General Personal Questions - General Business Questions - Customer and Competition Questions - Marketing Questions - Sales Questions - Advertising Questions - Internet Strategy Questions - Products and Services Questions - Production and Facility Questions - Management Questions - Finance Questions Chapter 4: Sample Business Plan-Forward Tech, Inc. - Section Two: Writing Your Winning Business Plan - Chapter 5: Company Overview...



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