



The Business Plan

Gerald Schwetje, Sam Vaseghi

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In starting a new enterprise one must be able to both plan and realize their initial goal. This book provides the budding entrepreneur with the essentials needed to draw-up and execute a successful business plan. The implementation of the many methods presented in this title have been exercised for years both in practice and in real-world, management consulting situations. By laying out a straightforward blueprint for the reader, this title's pragmatic emphasis and autodidactic approach allows for easy absorption of the necessary skills and tools required for the planning and development of a new business venture. Each section of the book closes with a set of key questions thusly providing a roadmap for building a successful business' from the planning stage to successful marketing to finding investors. It is with this book's method that the reader is able to weigh the real risks associated with business formation.

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