



BUSINESS PLAN: A practical guide: Step by step guide based on questions, checklists, forms and templates for new projects and established businesses (BUSINESS ACTION GUIDE)

Michael Winicott

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With this guide you can produce your own professional business plan without hiring a consultant. This is a fast, quick and proven method of creating a business plan that will allow you to (i) approach potential investors, or (ii) show to stakeholders of the business – employees, banks, shareholders, etc.

This business action guide covers the following steps to prepare professional business plan that will help you project to grow and prosper. You will learn how to:

- (i) Develop the market opportunity
- (ii) Address the core value the product or service delivers
- (iii) How to strategize and implement a marketing plan
- (iv) Create a mission and vision for company
- (v) How to write a professional and detailed sector analysis
- (vi) Competition profiling
- (vii) Strength and Weakness assessments
- (viii) Financial Summary
- (ix) Management Team
- (x) And much more!!

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