



How to Write a Business Plan (Creating Success)

Brian Finch

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Starting with the premise that there's only one chance to make a good impression, *How to Write a Business Plan* covers all the issues involved in producing a business plan – from profiling competitors and forecasting market development, to the importance of providing clear and concise financial information. It also offers advice on how to present your management skills and experience and how to effectively communicate your strategic vision. The fifth edition includes new information on crowd funding, online retailing, and digital marketing, and producing cash and profit forecasts.

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