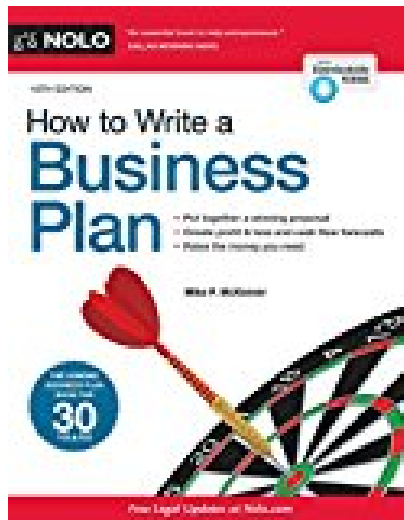


# How to Write a Business Plan

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## BOOK DETAILS

- Author : Mike McKeever
- Pages : 344 Pages
- Publisher : NOLO
- Language : English
- ISBN : 1413323197

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## BOOK SYNOPSIS

Step-by-step advice on preparing a business plan You need a sound business plan to start a business or raise money to expand an existing one. For over 30 years, How to Write a Business Plan has helped fledgling entrepreneurs—from small service businesses and retailers to large manufacturing firms—write winning plans and get needed financing. This bestselling book contains clear step-by-step instructions and forms to put together a convincing business plan with realistic financial projections, effective marketing strategies, and overall business goals. You'll learn how to: figure out if your business idea will make money determine and forecast cash flow create profit and loss forecasts prepare marketing and personnel plans find potential sources of financing, and present your well-organized plan to lenders and other backers. The 13th edition is updated to reflect best practices for raising money (from SBA loans to equity crowdfunding).

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