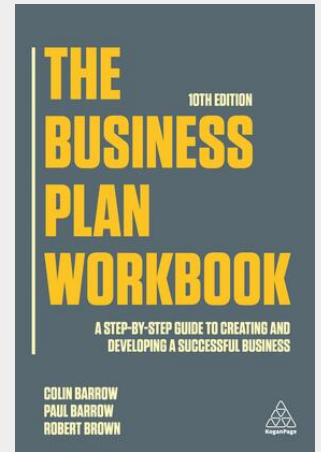


Barrow / Brown

The Business Plan Workbook

A Step-By-Step Guide to Creating and Developing a Successful Business

Lay down the foundations of a successful business venture through a thoroughly researched and competitive business plan. Based on tried and tested business methodology used at the leading business school, Cranfield School of Management, this 10th edition of The Business Plan Workbook guides you through all the necessary steps to constructing a winning business plan. This is a practical run-through of 26 key areas of development of strategic planning. It will allow you to think of these areas in isolation through the use of assignments that ensure you have stress-tested your business proposition. This guide covers how to - Come up with a winning business idea - Complete market and competitive research - Set up a winning marketing strategy - Forecast watertight financials and projections - Define realistic operations and staffing - Deliver an unforgettable pitch to potential backers and investors This new and fully updated edition includes 67 business case studies that show you how successful entrepreneurs have dealt with strategic planning in the past. The content has been streamlined to focus on the most critical parts of business planning, ensuring you spend time where it matters and stay competitive. With new information resources and financial planning consideration, this is an invaluable guide for entrepreneurs, business executives and students.



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