



# How to Write a Business Plan (Creating Success)

*Brian Finch*

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## **How to Write a Business Plan (Creating Success) Brian Finch**

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 includes a full glossary, case histories and a detailed section on the related issue of how a company can best use internal business plans.

New in this edition are summaries at the end of each chapter, updated advice on producing cash and forecasts and a more detailed questionnaire to help with forecasting.

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