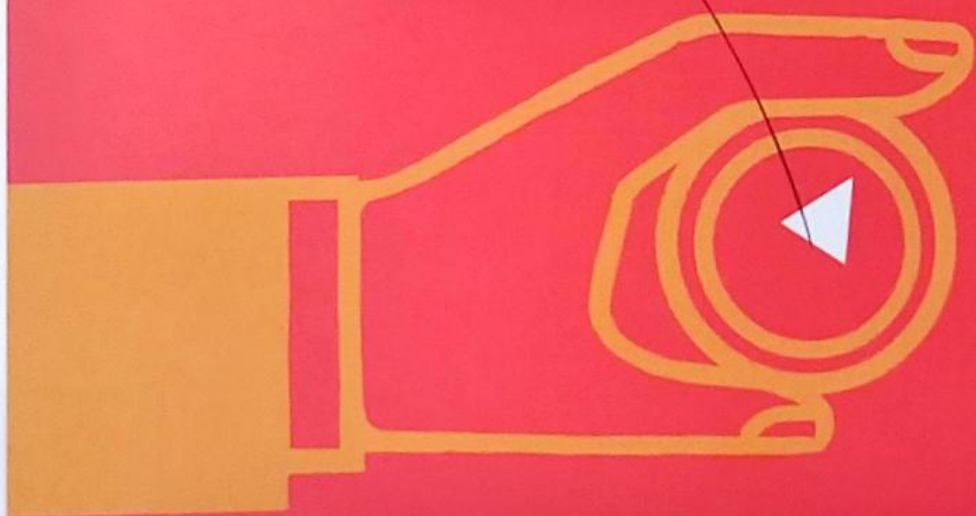


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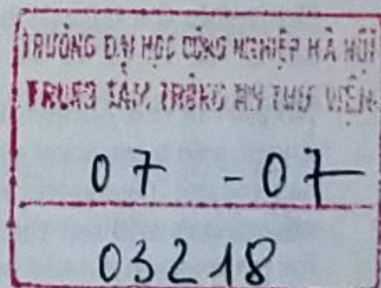
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Preview

Writing a business plan is an important first step in starting any new venture. Your goal is to provide a detailed description of your new product or service and a concrete strategy for making it a success, while also conveying a hearty dose of enthusiasm that inspires investors and other supporters to want to be involved with your project. This book walks you through the basics:

- Articulating your business idea
- Communicating your goals
- Analyzing the industry
- Introducing your management team

Preview

- Distinguishing your business from rivals
- Developing a compelling marketing plan
- Describing your business's daily activities
- Providing sound financial projections
- Anticipating potential stumbling blocks

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