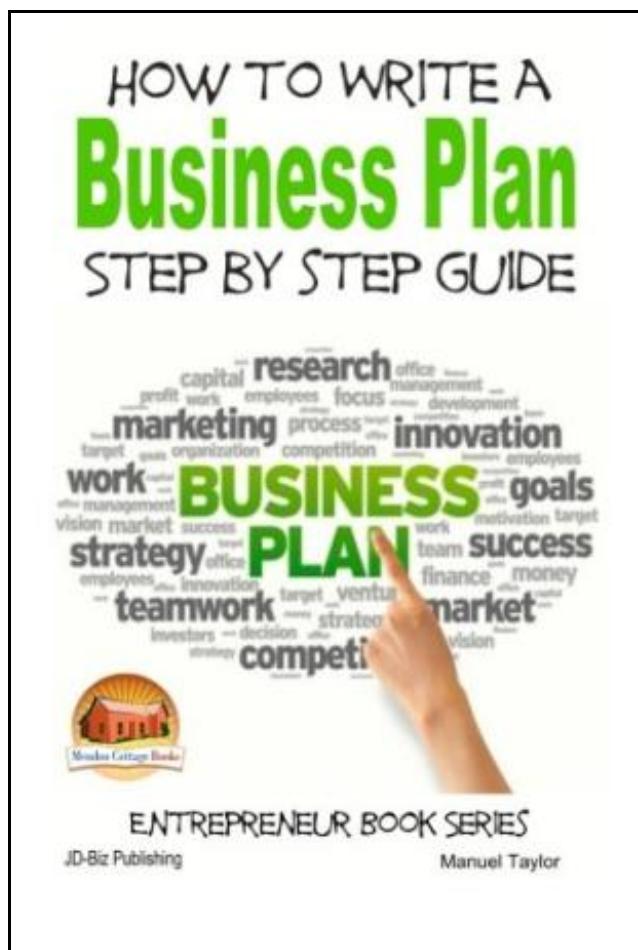


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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Table of Contents Introduction Structure of the business plan Company and financing Company overview Strategic and market analysis Industry analysis Competition Pricing Marketing plan Financial projections How to Create a Profit and Loss Statement Executive Summary Conclusion The whole business plan Author Bio Introduction If you have bought this short book, you are probably thinking about starting your own business. We live in the 21st century and we have more business opportunities now than ever before. Today, it is possible to start a global online business and to manage companies that are thousands of miles away from home. The technology has made our lives much easier. The reason you are reading this book is probably not because you don t have the idea, but because you need to create a business plan and convince investors that what you plan to do is profitable. Before you continue reading this book, I want to tell you that there is nothing to be afraid of. Yes, writing a business plan is a bit difficult and complicated, as you need to pay attention to details, but yes, you can write it! In this short guide, we will go step by step through everything you need to know in order to write a business plan. Also, I am going to create a fictitious company and create a business plan for it. That way you can see how a complete business plan is written step by step. Before we start, you need to know that when you are writing the business plan, you should not only think as yourself, but as the owner, as well. Remember, the goal is not to convince you. The...

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