

When you're establishing, expanding, or re-energizing a business, the best place to start is writing your business plan. Not only does writing out your idea force you to think more clearly about what you want to do, it will also give the people you work with a defined road map as well. Business Plan Kit For Dummies, Second Edition is the perfect guide to lead you through the ins and outs of constructing a great business plan. This one-stop resource offers a painless, fun-and-easy way to create a winning plan that will help you lead your business to success. This updated guide has all the tools you'll need to:

- Generate a great business idea
- Understand what your business will be up against
- Map out your strategic direction
- Craft a stellar marketing plan
- Tailor your plan to fit your business's needs
- Put your plan and hard work into action
- Start an one-person business, small business, or nonprofit
- Create a plan for an already established business
- Cash in on the Internet with planning an e-business

Featured in this hands-on guide is valuable advice for evaluating a new business idea, funding your business plan, and ways to determine if your plan may need to be reworked. You also get a bonus CD that includes income and overhead worksheets, operation surveys, customer profiles, business plan components, and more. Don't delay your business's prosperity. Business Plan Kit For Dummies, Second Edition will allow you to create a blueprint for success! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

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