



How to Prepare a Business Plan: Planning for Successful Start-Up and Expansion

Edward Blackwell

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The first step in starting up a business is to draw up a detailed plan. Most providers of finance for start-ups or expansion insist on seeing a business plan before they will even consider the necessary funding. A business plan is also necessary for entrepreneurs to clarify their aims and objectives. A business plan is essential" it provides a blueprint for the future of a company and a benchmark against which to measure growth. This fully updated edition of the best-selling ""How to Prepare a Business Plan"" explains the whole process in everyday terms, covering: * writing the plan; * producing cash-flow forecasts; * planning the borrowing; * expanding the business. The author introduces several small businesses as case studies, analyzing their business plans, monitoring their progress and discussing their problems. Whether you are looking to start-up or expand, this practical advice will help you to prepare a plan that is tailored to the requirements of your business -- one that will get you the financial backing needed.

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