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Nota di contenuto	Business Management for the Equine Industry; Contents; Preface; Acknowledgements; Abbreviations; 1 Overview; Part 1 Assessing a Business; 2 The British equine industry; Manufacturing and breeding; Owners and riders; The service sector; 3 The livery industry; Range of services available; Variation of charges; facilities offered; 4 The external environment; How do we get the information?; Framework for the analysis; Political factors; Economic factors; Social factors; Technological factors; Legal factors; Environmental factors; 5 The competitive environment; framework for the analysis Rivalry from existing competitorsThreat of new entrants; Bargaining power of suppliers; Bargaining power of customers; Threat of substitute products; 6 The resource appraisal; swot analysis; Resource appraisal; Part 2 Managing a Business; 7 Resource management; Equine resources; Physical resources; Human resources; Financial resources; Risk assessment; 8 Strategic planning; Assessing the situation; Setting targets; Devising the strategy; Military theories; Porter's generic

strategies; Assessing the options; Implementation; 9 Marketing; Market analysis; Market research; The marketing mix
Marketing strategies
The marketing plan; 10 The business plan; Covering letter; Title page; Contents page; Executive summary; Current market situation; Existing business; Proposed development; Project schedule; Marketing plan; Finance plan; Critical risk assessment; Sensitivity analysis; Appendices; Part 3 Case Studies; 1: The small DIY yard; 2: The small competition yard; 3: The commercial livery yard; 4: The equestrian centre; References and further reading; Index

Sommario/riassunto

Written by a team of consultants who combine modern business knowledge with decades of direct experience of working in the equine industry, this book bridges the gap between modern business theory and equine business practice. After providing overviews of the equestrian industry and the livery sector as a detailed example, Part I (Assessing a Business) sets out how to access the business environment, externally, competitively and with regard to its internal resources. Part 2 (Management) goes on to deal with resource management and how to go about strategic planning and marketing, conclu
