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Edizione	[Second edition, Global edition.]
Descrizione fisica	1 online resource (288 pages) : illustrations
Disciplina	658.401
Soggetti	Business planning Entrepreneurship New business enterprises - Planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Intro -- Dedication -- Brief Contents -- Contents -- Preface -- About the Author -- Part I: Starting the Process -- Chapter 1: Why Write a Business Plan? -- Introduction -- Reasons for Writing a Business Plan -- Who Reads the Business Plan and What are They Looking For? -- Guidelines for Writing a Business Plan -- Types of Businesses -- The Plan for the Book -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Part II: What to Do Before the Business Plan is Written -- Chapter 2: Developing and Screening Business Ideas -- Introduction -- Three Most Common Sources of New Business Ideas -- Changing Environmental Trends -- Technological Advances -- Political Action and Regulatory Changes -- Unsolved Problems -- Gaps in the Marketplace -- Techniques for Generating Ideas -- Brainstorming -- Focus Groups -- Library and Internet Research -- First Screen -- Part 1: Strength of the Business Idea -- Part 2: Industry-Related Issues -- Part 3: Market- and Customer-Related Issues -- Part 4: Founder- (or Founders-) Related Issues -- Part 5: Financial Issues -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Appendix 2.1: First Screen -- Appendix 2.2 Internet Resource Table -- Chapter 3: The Litmus Test of a Plan -- Introduction -- Template for Completing a Feasibility Analysis -- Product/Service Feasibility Analysis -- Industry/Target Market

Feasibility Analysis -- Organizational Feasibility Analysis -- Financial Feasibility Analysis -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Appendix 3.1 Full Feasibility Analysis -- Part III: Preparing a Business Plan -- Chapter 4: Introduction, Executive Summary, and Company Description -- Introduction -- Cover Page and Table of Contents -- Cover Page -- Table of Contents -- Executive Summary -- Format -- Content -- Company Description.

Company History -- Mission Statement -- Products and Services -- Current Status -- Legal Status and Ownership -- Selecting the Name for a Business -- Primary Consideration in Naming a Business -- Legal Issues -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Chapter 5: Industry Analysis -- Introduction -- Industry Definition -- Industry Size, Growth Rate, and Sales Projections -- Industry Size -- Industry Growth Rate -- Industry Sales Projections -- Industry Characteristics -- Industry Structure -- Nature of Participants -- Ratios -- Key Success Factors -- Industry Trends -- Environmental Trends -- Business Trends -- Long-Term Prospects -- How the Industry Analysis Affects and is Affected by Other Sections of the Plan -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Chapter 6: Market Analysis -- Introduction -- Market Segmentation and Target Market Selection -- Market Segmentation -- Selecting a Target Market -- Target Market Size and Trends -- Buyer Behavior -- Competitor Analysis -- Identification of Direct, Indirect, and Future Competitors -- Competitive Analysis Grid -- Estimate of Annual Sales and Market Share -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Chapter 7: Marketing Plan -- Introduction -- Overall Marketing Strategy -- Positioning Strategy -- Points of Differentiation -- Pricing Strategy -- Cost-Based Pricing versus Value-Based Pricing -- Other Pricing-Related Issues -- Sales Process and Promotions Mix -- Sales Process -- Promotions Mix -- Distribution and Sales -- Distribution and Sales Alternatives -- Sales Strategy and Related Issues -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Chapter 8: Management and Organizational Structure -- Introduction -- Management Team -- Management Team Personnel. Management Team Ownership and Compensation -- Common Mistakes to Avoid -- Board of Directors -- Provide Guidance -- Lend Legitimacy -- Board of Advisors -- Other Professionals -- Company Structure -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Chapter 9: Operations Plan and Product Development -- Introduction -- Operations Plan -- Operations Model and Procedure -- Business Location -- Facilities and Equipment -- Operations Strategy and Plans -- Product (or Service) Development Plan -- Development Status and Tasks -- Challenges and Risks -- Costs -- Intellectual Property -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Chapter 10: Analysis of Financial Projections -- Introduction -- Source and Use of Funds Statement -- Assumptions Sheet -- Pro Forma Financial Statements -- Pro Forma Income Statement -- Pro Forma Balance Sheet -- Pro Forma Cash Flow -- Ratio Analysis -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Part IV: Presenting the Business Plan -- Chapter 11: A Successful Business Plan Presentation -- Introduction -- Preparing for and Delivering an Effective Business Plan Presentation -- Preparing for the Presentation -- Delivering an Effective Presentation -- Preparing the Content of an Effective Business Plan Presentation -- Sample Business Plan Presentation -- Chapter Summary -- Review Questions -- Application Questions -- Endnotes -- Name Index --

Subject Index.

Sommario/riassunto

For undergraduate and graduate courses in entrepreneurship This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan. Teaching and Learning Experience This text will provide a better teaching and learning experience-for you and your students. Here's how: Focus on the "Front End" of the Entrepreneurial Process: The entrepreneurial process is discussed and defined as part of the comprehensive business plan process. Give Students a Solid Point of Reference: A business plan, for a fictitious company name Prime Adult Fitness, is built throughout the course of the book. Present Special Insights on Presenting and Writing a Business Plan: The book provides tips and suggestions for presenting a business plan with confidence and pose and includes a 12 slide PowerPoint with suggestions on what to include on each slide.
