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Autore	Evans Vaughan <1951->
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Sommario/riassunto	Whether you seek financial backing or board consent, The Financial Times Essential Guide to Writing a Business Plan will give you the crucial knowledge you need to get the go-ahead. By focusing clearly on your objective, it will help you to gather the necessary evidence and address all your backer's concerns. This brand new edition draws out the specific challenges faced by start-ups, particularly on pinning down your perceived market niche and determining your competitive advantage. There are new chapters on pitching the plan and performing against the plan, using key performance indicators and milestones. Finally, new appendices outline alternative sources of funding and display an example business plan from start to finish.