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3.9 Presentation Process 3.10 Conclusions; References; Chapter 4 Creating an Effective Business Plan; 4.1 Introduction; 4.2 Business Plan; 4.2.1 Business Plan Outline; 4.2.2 Executive Summary; 4.3 Company; 4.3.1 Team; 4.3.2 Branding; 4.4 The Business; 4.4.1 Products and Services; 4.4.2 Uniqueness; 4.4.3 Future Products; 4.5 Business Strategy; 4.5.1 Corporate Strategy; 4.5.2 Competitive Edge; 4.5.3 Pricing Strategy; 4.5.4 Sales Strategy; 4.6 Market; 4.6.1 Market Definition; 4.6.2 Key Market Segments; 4.6.3 Market Trends; 4.6.4 Target Market; 4.7 Competition; 4.7.1 Direct Competition 4.7.2 Indirect Competition 4.7.3 How We Compare; 4.8 Market Analysis; 4.8.1 Market Growth; 4.8.2 Position; 4.8.3 Pricing; 4.8.4 Sales Strategy and Projection; 4.8.5 Distribution; 4.8.6 Advertising and Promotion; 4.9 Finances; 4.9.1 Costs; 4.9.2 Breakeven Analysis; 4.9.3 Profit and Loss Accounts; 4.9.4 Balance Sheet; 4.9.5 Performance Ratios; 4.10 Conclusions; References; Chapter 5 Brands that Connect Create Differences that Matter; 5.1 Introduction; 5.2 Why Branding Matters; 5.2.1 The Branding Evolution; 5.2.2 The Dynamics of Trust; 5.3 The Doing Part of Branding; 5.3.1 A Brilliant Idea 5.3.2 Be Useful 5.3.3 Be Credible; 5.3.4 Have a Dominant Proposition; 5.3.5 Brand Check Your Idea; 5.3.6 Belief Systems Influence Behaviour; 5.4 The Secret Sauce: Tell a Great Story; 5.5 World-Beating Attitude; 5.5.1 Who Else is Out There?; 5.5.2 Do Your Homework; 5.6 Name it. Name it Good; 5.6.1 Taglines Can Make Things Simple, Not Dumb; 5.7 Brand Strategy (is Not a Dirty Word); 5.7.1 Make Sense to Your Advocates and Your Customers; 5.7.2 A Word on Industrial/Tech Branding; 5.8 A Coherent Visual Identity; 5.8.1 A Central Visual Image; 5.8.2 But What About My Logo?; 5.8.3 Brand Touchpoints 5.9 Conclusions

Sommario/riassunto

"The book provides vital insights into commercial development for engineering students in a highly practical and applied manner. Over the past 3 years, application of the book's material has allowed the students to develop their commercial literacy and ambition in the University."-Steve Orr, Director, Northern Ireland Science Park CONNECT program which looks to accelerate the growth of knowledge-based
