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Property; Summary; Chapter 5 - Part II The Marketing Plan; Section I: Overview and Goals of a Marketing Strategy; Definition of a Marketing Strategy; Goals of Your Marketing Strategy; Section II: Market Analysis; Identify Target Markets; Research Your Competition; Assess Market Trends; Conduct Market Research; Section III: Contents of Your Marketing Strategy; General Description; Method of Sales and Distribution; Packaging; Pricing Policy; Branding Database Marketing Sales Strategies; Sales Incentives/Promotions; Advertising Strategies; Public Relations; Networking; Section IV: Customer Service; Section V: Implementation of Marketing Strategy; In-House Responsibilities; Out-sourced Functions; Section VI: Assessment of Marketing Effectiveness; The Product-Market Analysis by Donald McCrea; Components of a Successful Multi-Media Marketing Strategy; Using Social Media to Build Your Business by Jan Norman; What Does 'Social Media' Mean?; Social Media Use Grows; Social Media Supplement (not Replace) Your Marketing Plan; Types of Social Media Different Ways to Use Social Media Marketing Plan Outline; Chapter 6 - Part III Financial Documents; Purpose of Financial Documents; Types of Financial Documents; How to Proceed; Section I: Statements of Financial Needs & Uses of Funds from a Lender or Investor; Summary of Financial Needs; Loan Fund Dispersal Statement; Sample Summary of Financial Needs & Loan Fund Dispersal Statement; Section II: Pro Forma Statements; Pro Forma Cash Flow Statement (Budget); Cash to be Paid Out Worksheet; Sources of Cash Worksheet; How to Complete a Pro Forma Cash Flow Statement Example Pro Forma Cash Flow Statement

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Sommario/riassunto

Used by more than 1.5 million business owners since its original publication, the new edition of this classic how-to guide provides any entrepreneur the tools to create a well-constructed business plan. All steps are included—from initial considerations to envisioning the organizational structure to creating a growth-powering marketing plan and building for the future with airtight financial documents. The book offers proven, step-by-step advice for developing and packaging the components of the plan and keeping them up to date, including cover sheets, table of contents, executive summary,

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