

1. Record Nr.	UNINA9910824540703321
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Titolo	Anatomy of a business plan [[electronic resource]] : the step-by-step guide to building a business and securing your company's future // Linda Pinson
Pubbl/distr/stampa	Tustin [California] : , : Out Of Your Mind-- And Into The Marketplace, , [2014] ©2014
ISBN	0-944205-54-2
Edizione	[Eighth edition.]
Descrizione fisica	1 online resource (386 p.)
Disciplina	658.4012
Soggetti	Business planning New business enterprises - Planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Anatomy of a Business Plan - 8th edition eBook; Copyright & License Page; Book and Software Testimonials; About the Author; Dedication and Acknowledgments; Table of Contents; Automate Your Business Plan Software; Preface; Chapter 1 - Business Plan Considerations; Why Do You Need a Business Plan?; What Do Lenders and Investors Look For?; The Key to Effective Writing; Develop an Exit Strategy; Where is the Finish Line?; What are Some of the Forms of Exit?; Make Decisions Based on Your Exit Strategy; Exit Planning Just Makes Good Sense!; Developing Financial Assumptions What are Financial Assumptions? Adding Financial Assumption Explanations; What Is the Process for Developing Your Assumptions?; Nonprofit Organizations; Business Planning for Your Nonprofit; How to Use the Nonprofit Chapter; Summary of Steps to E-tailing; Chapter 2 - The Cover Sheet and Table of Contents; The Cover Sheet; Sample Cover Sheet; The Table of Contents; Chapter 3 - Executive Summary; What is an Executive Summary?; Two Example Executive Summaries; Chapter 4 - Part I The Organizational Plan; Section I: Summary of the Business; Section II: Products or Services Section III: Administrative Plan Location; Legal Structure; Management and Personnel; Accounting and Legal; Insurance; Security; Intellectual

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

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,
