



# **Write Your Own Business Plan: A Step-by-step Guide to Building a Plan That Will Secure Finance and Transform Your Business**

*Paul Heatherington*

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A winning business plan is the first step towards creating outstanding performance in a business. As a business owner and/or manager you need an effective business plan, to secure finance if required and to improve your business. This practical, accessible book will take you step by step through the simple process of creating a plan that really works for you. Your plan will: - Give funders the confidence to support your business. - Sharpen your management of any business and its competitive edge. - Provide a blueprint that can be used on a day-to-day basis to ensure that your business performs to its potential. As important as writing the plan is implementing it. This book also shows how you can actually do this. It will help you to decide where you want to go, how you are going to get there, and how to actually make it happen. 1. The basics; 2. Where are you now?; 3. Where do you want to go?; 4. How are you going to get there?; 5. Making it happen; 6. Start-up business planning; 7. Start-up sample plan.

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