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Writing Business Plans That Get Results: A Step-by-step Guide

By Michael O'Donnell

Contemporary Books Inc. Paperback. Book Condition: new. BRAND NEW, Writing Business Plans That Get Results: A Step-by-step Guide, Michael O'Donnell, "Writing Business Plans That Get Results" shows you how to create a business plan that works. Packed with straightforward question-and-answer exercises for writing each section of your plan, this easy-to-use guide tells you: exactly what to include in each section of your plan; the most efficient ways to evaluate and present your company's products and services, marketing strategies, organizational structure, plans to achieve goals, competitors' strengths and weaknesses, and more; how to expertly determine cash needs, appropriate financing sources, payback terms, and potential returns for investors; and, simple ways to make realistic projections for cash flow, profit and loss, and the balance sheet. Since a business plan is used for many purposes - as a development tool, a management and planning guide, a mission statement, a sales document - and is read by several different audiences, author Michael O'Donnell teaches you how to: tailor each part of your plan to the various needs of bankers, venture capitalists, partners, suppliers, accountants, lawyers, customers, and other readers; structure and arrange the components of your plan for greatest impact; anticipate all questions that...



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