



The FT Essential Guide to Writing a Business Plan (Paperback)

By Vaughan Evans

Pearson Education Limited, United Kingdom, 2015. Paperback. Book Condition: New. 2nd Revised edition. 213 x 159 mm. Language: English . Brand New Book. In one engaging, outcome-oriented book, The FT Essential Guide to Writing a Business Plan gives you: * The essential knowledge you need to write a winning business plan - quickly and without fuss * Guidance on how to focus throughout on the plan's purpose - to win backing * Samples of what a good plan looks like, so you can benchmark your own as you write it * Checklists, tips, examples and milestones to ensure you're on target * Prompts to reflect on, evaluate and learn from your experience With advice that's instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.



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