



Business Plans For Dummies (For Dummies (Lifestyles Paperback))

Paul Tiffany, Steven D. Peterson

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For some people, a business plan is a map to success that they're required to put together to raise money for a startup company. At best, it's a formality; at worst, it's a sizable pain in the neck. But a business plan doesn't exist just to garner financial support; it's also a powerful tool – one that's bound to make your company a better place to work and your business a more successful operation.

Business Plans For Dummies can guide your business in the right direction no matter who you are or how your job description reads, whether you're part of a large corporation or a one-person show. If you've struggled through the planning process before – or if you're brand new to plotting out goals and objectives – this expert reference will show you how to

- Create a right-on mission statement
- Pinpoint the needs of your customers
- Scope out the competition
- Simplify all the financial stuff
- Stay on top of trends
- Foster a winning atmosphere for your staff

Packing the greatest value into a business plan calls for a look back at where your company's been and how it's changed over the years, a look forward to where and how you'll compete in the marketplace, and a look around at what you want to show and tell the world about your enterprise. This down-to-earth guide steps you through every milestone in business planning, including

- Determining where you want to go with your business
- Checking out the business environment: customers and competition
- Assessing your capabilities and resources
- Getting into strategic thinking mode
- Facing the facts about product life cycles
- Motivating and appreciating the people who make it all happen in-house

Riding marketplace tides isn't the sport of amateurs these days; only 25% of new businesses survive beyond their first three years of operation. This invaluable resource gives you a no-nonsense approach to staying afloat, rising above the risks, and enjoying the rewards as you take care of business.

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