



Writing Your Plan for Small Business Success

Ian Birt

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If you're starting a small business, or making major changes to your existing one, to go forward with confidence, you need to write a business plan. This widely used, practical guide shows you how to prepare an effective business plan to obtain a loan and get your business off the ground. It includes: step-by-step guidelines to create a business plan; sample business plans for a range of business types; examples, exercises, quick quizzes, activities, and web references; a list of environmentally sustainable business practices; options for marketing, production, purchasing, staffing, and financing; and what to do when business conditions change. *Writing Your Plan for Small Business Success* is essential for students of small business management, as well as a valuable guide for anyone heading out on their own. It covers competencies required for the Business Services Training Package, and reflects current legislation and best practice.

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