



Business Plans Kit For Dummies

Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck, Colin Barrow

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An interactive guide to every element of the business planning process

Are you an entrepreneur who wants to make it big? A manager grappling with logistics? A small business owner trying to map out a future in shaky economic times? Then look no further! **Business Plans Kit For Dummies** is a nuts-and-bolts guide to evaluating and invigorating your commercial strategy, no matter how big or small your business.

- Lay the foundations – identify your long-term goals and brainstorm your business options
- Develop the skills – sketch out a working model, size up competitors and fire up your marketing machine
- Make it personal – scrutinise the ins and outs of your budget and diagnose what you need to take your ideas forward
- Maximise your plan's potential – take advantage of the latest online resources and e-technology to give your venture the edge
- Fix faulty strategies – recognise weak spots, build on strengths and make preparations to update your plan a year from now

Open the book and find:

- Advice on stimulating business creativity
- Effective ways to research your start-up needs
- How to get the most out of your industry
- Tips on sharpening your marketing drive and developing a customer profile
- Forecasting strategies for every kind of business
- Planning sheets, sample budgets and managerial forms
- How to use libraries, directories and search engines to your advantage

The interactive companion CD-ROM

is packed with templates, worksheets, assignments and checklists to help you kick-start the planning process, monitor progress and get your business on track.

Note: The Kindle edition of this book does not include any CDs or DVDs.

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