



# Business Plans For Dummies

*Paul Tiffany, Steven D. Peterson, Colin Barrow*

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A full updated and extended second edition of an established UK bestseller *Business Plans For Dummies 2<sup>nd</sup> Edition* features new and updated information on formulating a solid business plan to build a secure business – even in an economic downturn. Complete with a brand new business plan template to get you started this expert guide offers fresh advice on reading the competitive marketplace and assessing your business in the current economic climate. It walks you step-by-step through every aspect of planning achievable business goals and diversification strategies, identifying trends, exploring new technologies and advertising routes, and predicting your business' commercial future. Whether you're looking to start up a small business or streamline an existing one this book is all you need to boost your business know how and prepare a watertight plan.

*Business Plans For Dummies 2<sup>nd</sup> Edition* contains new and updated information on:

## **Determining Where You Want to Go**

1. Starting Your Business Plan
2. Charting the Proper Course
3. Setting Off in the Right Direction

## **Sizing Up Your Marketplace**

1. Checking Out the Business Environment
2. Taking a Closer Look at Customers
3. Dividing Customers into Groups
4. Scoping Out Your Competition

## **Weighing Your Company's Prospects**

1. Establishing Your Starting Position
2. Focusing On What You Do Best
3. Figuring Out Financials
4. Forecasting and Budgeting

## **Looking to the Future**

1. Preparing for Change
2. Thinking Strategically
3. Managing More Than One Product

## **A Planner's Toolkit**

1. Making Your Business Plan Work
2. Learning from Others: A Sample Business Plan

## **The Part of Tens**

1. Ten Questions to Ask About Your Plan
2. Top Ten Business-Planning Never-Evers
3. Ten of the Best-Planned Organisations Around

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