



Business Plans For Dummies

Paul Tiffany, Steven D. Peterson, Colin Barrow

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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

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1. Ten Questions to Ask About Your Plan
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