

## The Definitive Business Plan The Fast Track To Intelligent Business Planning For Executives And Entrepreneurs Financial Times Series

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### The Definitive Business Plan The

The Definitive Business Plan the fast track to intelligent business planning for executives and entrepreneurs "With careful and detailed planning, one can win; with careless and less detailed planning, one cannot win. How much more certain is defeat if one does not plan at all! From the way planning is done beforehand, we can predict victory or defeat."

### The Definitive Business Plan - by Richard Stutely

Ensure you know how to: Assess the current status of your business Develop strategic and operational plans Define vision, mission, values, core objectives and operating objectives Create financial forecasts, cash flow projections and operating budgets

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The Definitive Business Plan ensures you do this. Accessible to the newcomer and detailed enough for the experienced planner, this guide explains how to tailor a plan for specific readerships and to meet specific objectives. If you want people to part with their cash, you need a business plan that has substance.

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