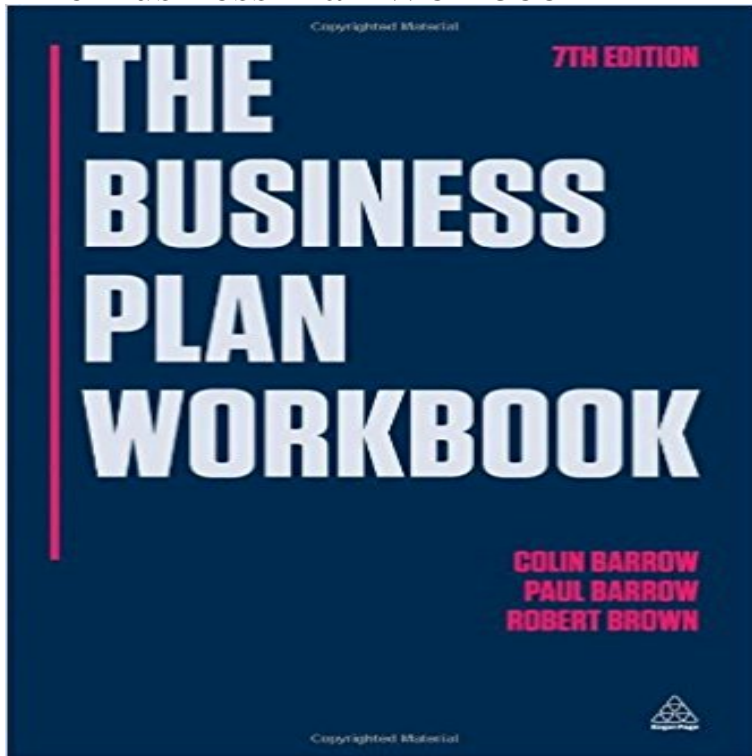


# The Business Plan Workbook



Without a business plan, no bank, venture capital house, or corporate parent will consider finance for start-up, expansion or venture funding. The Business Plan Workbook is an essential guide to all aspects of business planning for entrepreneurs, senior executives and students alike. Using successful real life business plans, this book brings together the process and procedures required to produce that persuasive business plan. The step-by-step approach covers the key topics, including:- validating a business idea-practical ways to research a market-developing a marketing strategy-branding a business-raising finances-forecasting and decision-making techniques-structuring, writing up and presenting a business plan. This seventh edition has updated information on competitive strategy, the Five Forces Theory of Industry Structure and other strategic options, such as cost leadership, focus and differentiation. New, high profile case studies include companies such as IKEA, Starbucks and LinkedIn and cover businesses at various stages in their development, making the book a great value for business professionals from any background.

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