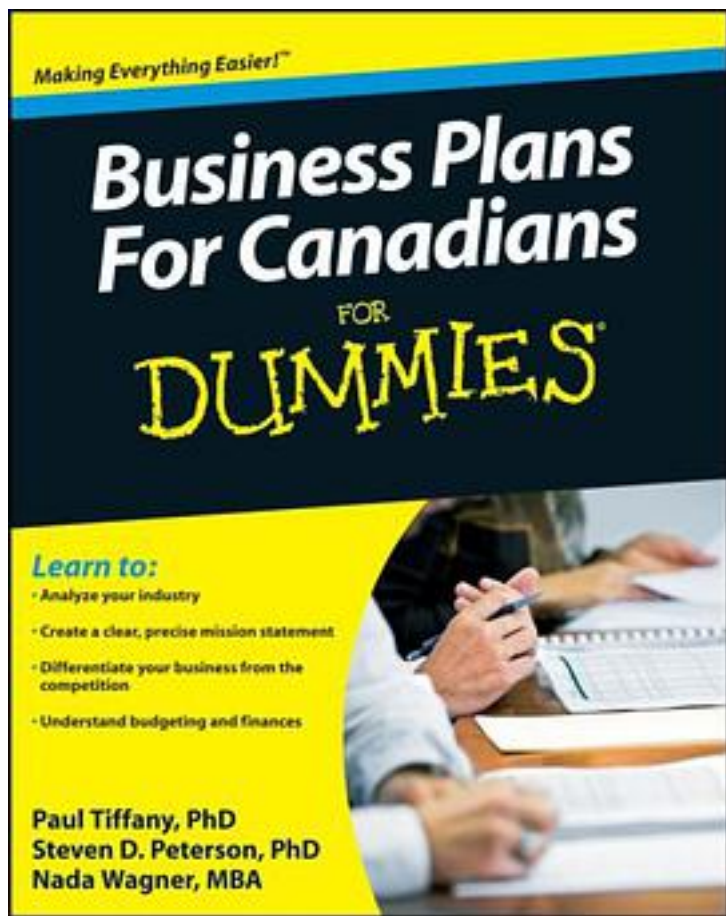


# Business Plans for Canadians for Dummies



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Build a winning business plan with expert tips and strategies Creating a great business plan is the first and most vital step to business success. Packed with Canadian resources and anecdotes, this friendly guide takes you through the planning process. From scoping out the competition to planning for growth, this book is your ultimate

reference for determining and meeting your business goals. Business essentials — from creating your company's mission statement to setting goals and objectives  
Competitive analysis — from analyzing your industry to tracking your competitors' actions  
Market research — from identifying your market to meeting your customers' needs  
Financial information — from reading income statements to understanding balance sheets  
Forecasting and budgeting — from projecting your cash flow to creating a solid budget  
Your business plan in action — from creating an effective organizational structure to fostering a strong company culture  
Canadian examples — from inspirational success stories to cautionary tales  
Open the book and find: Where to track down the data you need to understand your business environment  
How to identify your customers and reach them effectively  
How to build upon your company's strengths and minimize its weaknesses  
The components of a successful and sustainable business model  
How to eliminate money woes through financial ratios  
The secrets to the successes of many major Canadian and international companies  
Strategies to help your company stand out in a crowd

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