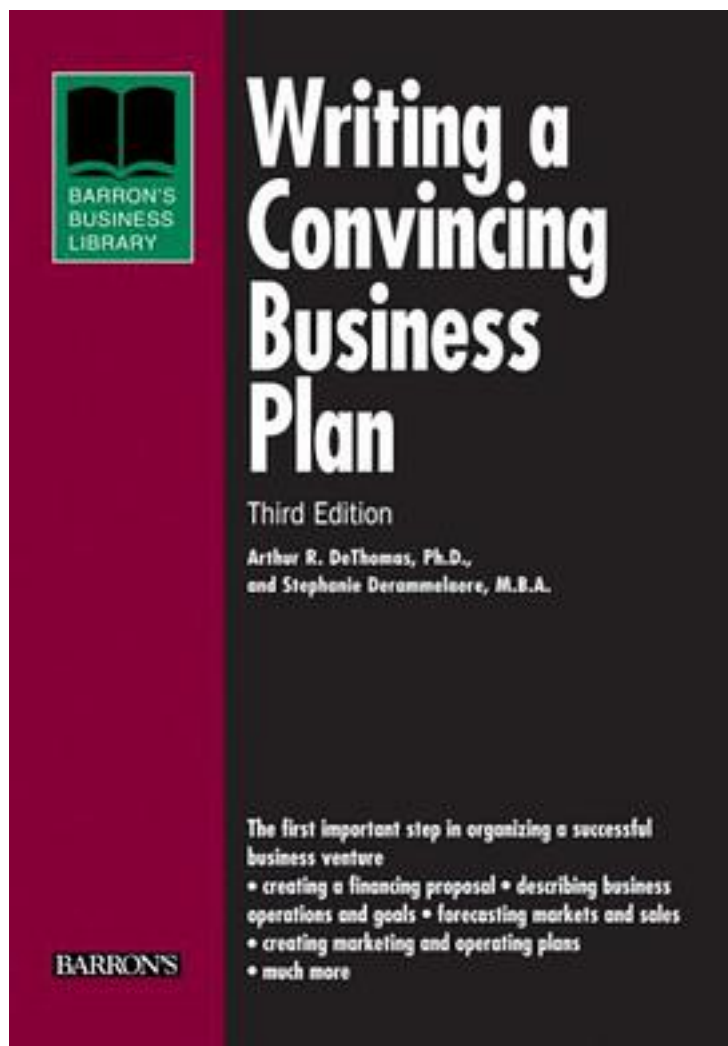


# Writing a Convincing Business Plan (Barron's Business Library)



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出版者:Barron's Educational Series

出版时间:2008-10-17

装帧:Paperback

isbn:9780764139345

A sound and convincing business plan is an entrepreneurs important first step in starting up a profitable business. Itas also a prerequisite for getting financing and attracting investors. A sound business plan describes the business operations and goals, analyzes and forecasts markets and sales, sets up operating and marketing plans and schedules, and estimates operating expenses. This book shows how to organize and write a logical, business-savvy, and professionally polished business plan that can be presented to potential investors and financial institutions.

作者介绍:

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