

How to Write a Business Plan

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✓ Verified Book of How to Write a Business Plan

Summary:

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Author, teacher and financial manager Mike McKeever shows readers how to write the business plan and loan package necessary to finance a new or expanding business and make it work. He helps readers make realistic financial projections, develop effective marketing strategies and refine overall business goals. With How to Write a Business Plan, entrepreneurs learn how to: evaluate the profitability of a business idea-estimate operating expenses-prepare cash flow, profit and loss forecasts-determine assets, liabilities and net worth-find potential sources of financing-think first before borrowing from friends and relatives-present your plan to lenders and investors

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