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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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DEFINITION: A business plan sets out the method for running a specific activity over a specific future period. A plan usually reviews the current status of an organisation and sets out an overall business strategy for say five years with a more-detailed operational plan and budget for one-year ahead.

The Definitive Business Plan - Planning - Getting Started

The Definitive Business Plan will make sure your plan is good enough to start, run or revitalise any business enterprise. "Truly a practical guide to better business planning. The book is friendly and easy to read. It is especially helpful in developing the correct thought process, which is so essential to effective strategic planning.

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We suggest these seven: Your customers: Are you B2B or B2C? Who are your customers? How do you plan to reach them? Where will you sell your... Your competition: Who are your direct/indirect competitors? What's your advantage? Don't be shy — tell them you are... Your niche: Or market or sector. ...

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