



Business Plan Basics: Learn What You Need in 2 Hours (Crash Course for Entrepreneurs)

Scott L. Girard, Michael F. O'Keefe, Marc A. Price

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Your business plan plays a key role in your business's success. If you don't have one, you're probably in for nasty surprises and higher odds of failure. Whether you're starting up or running your business, you need a plan.

No matter how modest or ambitious your vision, an excellent plan gives you a huge advantage. It exposes opportunities and risks. It can make your case to investors, share your vision with partners and employees, and guide you as you set goals and strategies for growth and profitability.

Business Plan Basics is a unique handbook that shows you how to create a superplan. It starts with the basics, then spotlights four sample plans--for retail, food, service, and Web-based businesses--with the authors' comments on key aspects and strategies of each. You'll also get a special code that enables you to download a free business plan template from the Expert Business Advice Website. Put these three serial entrepreneurs on your team and create the best plan you possibly can; then, move forward, clearly focused and confident about how to make your business fly.

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