



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

Arthur R. DeThomas Ph.D., Stephanie Derammelaere M.B.A., Steven Fox J.D. M.B.A.

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A sound and convincing business plan is an entrepreneur's important first step in starting up a profitable business. It's 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.

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