



# Businessplan für Dummies (German Edition)

*Paul Tiffany, Steven D. Peterson*

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Sie möchten sich selbstständig machen möchten, einen Kredit für Ihre Firma aufnehmen oder die Strategie Ihres Unternehmens planen? Für all das benötigen Sie einen Businessplan. Er ist die Grundlage für Ihr Unternehmen und entscheidet über dessen Erfolg oder Misserfolg.

Dieses Buch hilft Ihnen, sich im Dschungel der Marktmöglichkeiten, Konkurrenzanalysen und Verkaufsprognosen zurecht zu finden. Das Ergebnis: eine erfolgreiche Strategie und ein professioneller Businessplan, der Ihre potenziellen Geldgeber überzeugen wird!

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