

Successful Business Plan DEVELOPMENT

A Process Approach

Lee A. Swanson

This book and its extensive set of worksheets and templates provides a practical and easy-to-follow guide for developing business plans. Thousands of students and entrepreneurs have used it to learn about business planning, and to develop business plans supporting new start-ups and expansion or succession plans for existing ventures. Students and instructors alike appreciate the detailed and straightforward, yet highly versatile business planning approach prescribed by this book. In particular, the tools and methods it provides simplifies and integrates the written and financial modeling elements of business planning.

The book features a progressive cross-chapter case to help students and entrepreneurs apply the business planning process. By working through the case, users will learn to use the Research Analysis Worksheets to guide their research efforts, the extensive and easy-to-use Business Plan Excel Template to develop a comprehensive financial model with realistic projections, and the detailed Business Plan Word Template to pull everything together into a business plan that will appeal to potential investors.

Kendall Hunt
publishing company



Successful Business Plan Development

Swanson

KH

Successful Business Plan DEVELOPMENT

A Process Approach

one-time
online
access
code
included

Lee A. Swanson

