

THE STRAIGHTFORWARD BUSINESS PLAN

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INTRODUCTION

The latest in the series of publications in the Straightforward Guides series, The Straightforward Business Plan aims to give the reader a clear and concise introduction to the various aspects of effective business planning.

This book has been produced with a view to providing the reader with a practical understanding of what is involved in the process of business planning. As such, it is targeted at those individuals and organizations who have no experience of business planning but would benefit from an understanding of these processes.

Organizations which will benefit include; sole traders, partnerships, small companies and voluntary organizations on the one hand, and students of business studies and economics on the other. The book also aims to provide a comprehensive insight into business planning for anyone hoping to start up their own business.

The book includes invaluable information on setting up a business, employment law, marketing and also finance. A model business plan is included which will help in the initial stages of business growth.

The whole process of business planning involves thinking and asking questions, and it is to these questions we now turn. Although most people who are faced with the prospect of producing a business plan, in particular in response to a request from their bank manager, feel daunted, the process is actually

straightforward and with the aid of this book the task should be that much simpler.