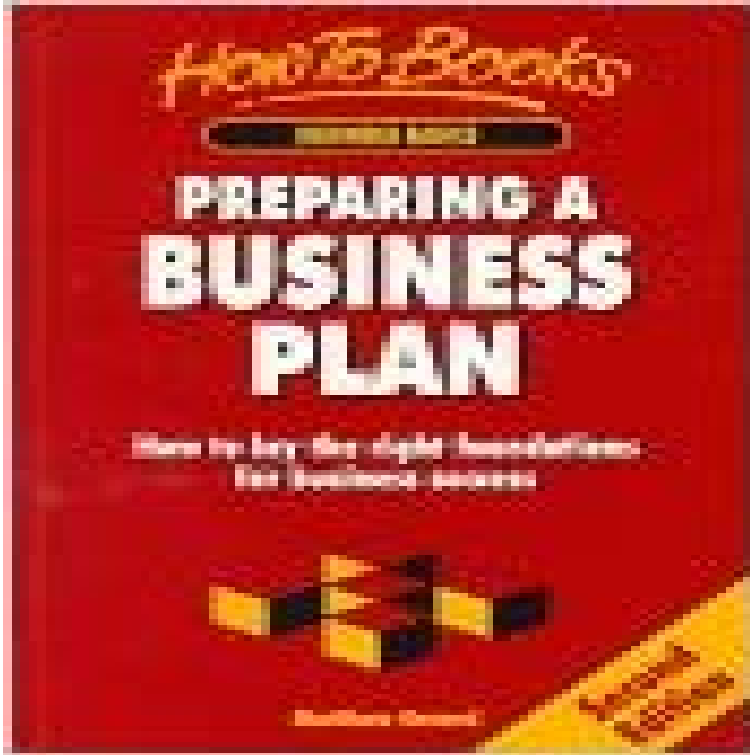


Preparing a Business Plan: How to Lay the Right Foundations for Business Success



For a manager a business plan is one of the most important documents they will have to produce, whether just starting out in business, or already trading. This book aims to show how to produce a well thought out and carefully structured plan which could be crucial to the survival and long-term success of the enterprise. Poor planning has been identified as the major cause of business failure - a third of all new businesses fail in their first year, and of the rest 95 per cent will not make it beyond five years. This book aims to help ensure that businesses get off to the right start.

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