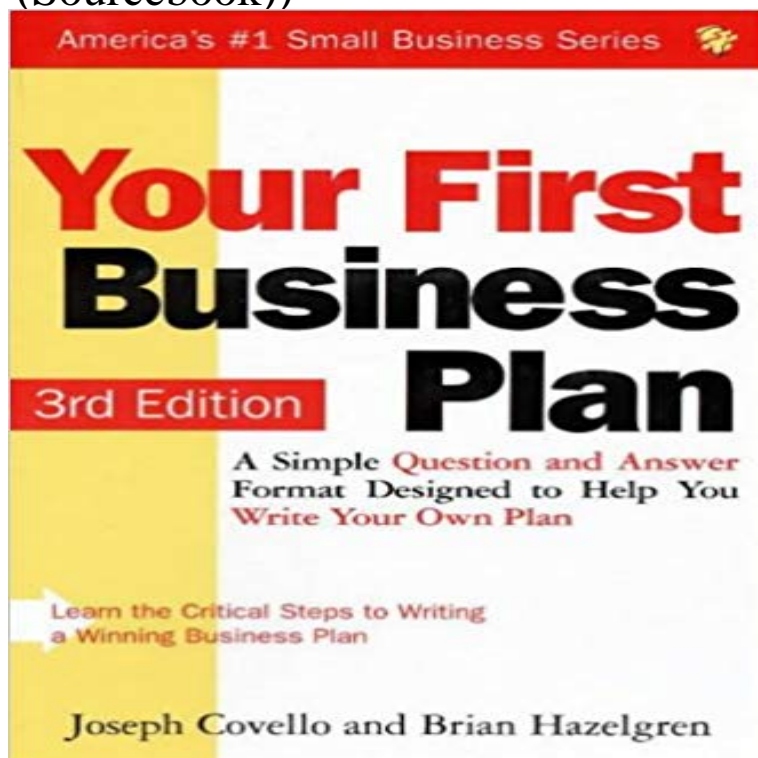


# Your First Business Plan: A Simple Question and Answer Format Designed to Help You Write Your Own Plan (Small Business (Sourcebook))



The first business plan is often the most difficult to write. Your company may have little or no history. Resources and sales may be in the early stages of development. And often you may not know lender requirements, what to stress and what to avoid. Your First Business Plan simplifies the process by outlining the different parts of a business plan and, in an uncomplicated question-and-answer style, eases you into the creation of a winning plan for your business. The easy-to-follow chapters show you how to-- --Think through your strategies and balance your enthusiasm with facts --Capture and hold the interest of potential lenders and investors --Understand and develop your own financial statements --Recognize the unique selling advantage of your products or services --Avoid potentially disastrous errors like undercapitalization and negative cash flow Also included in this book-- --A glossary of planning and financial terms --A complete sample business plan

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