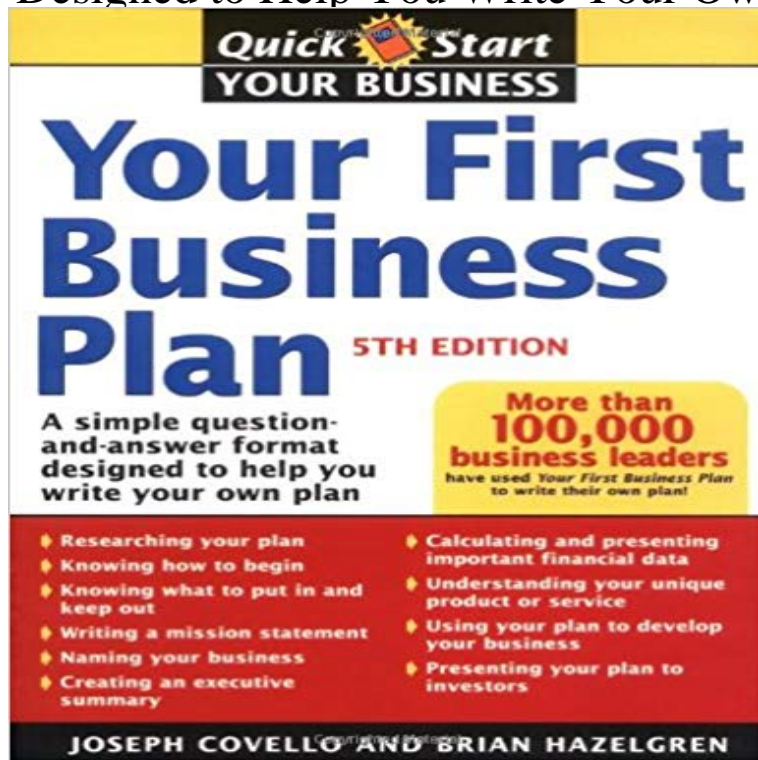


# Your First Business Plan: A Simple Question and Answer Format Designed to Help You Write Your Own Plan, 5th Edition



The first business plan is often the most difficult to write. A company may have little or no history, and often 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, helps the business owner create a winning plan for their business. The easy-to-follow chapters show entrepreneurs how to:--Think through strategies and balance enthusiasm with facts--Capture and hold the interest of potential lenders and investors--Understand and develop their financial statements--Recognize the unique selling advantage of their 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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