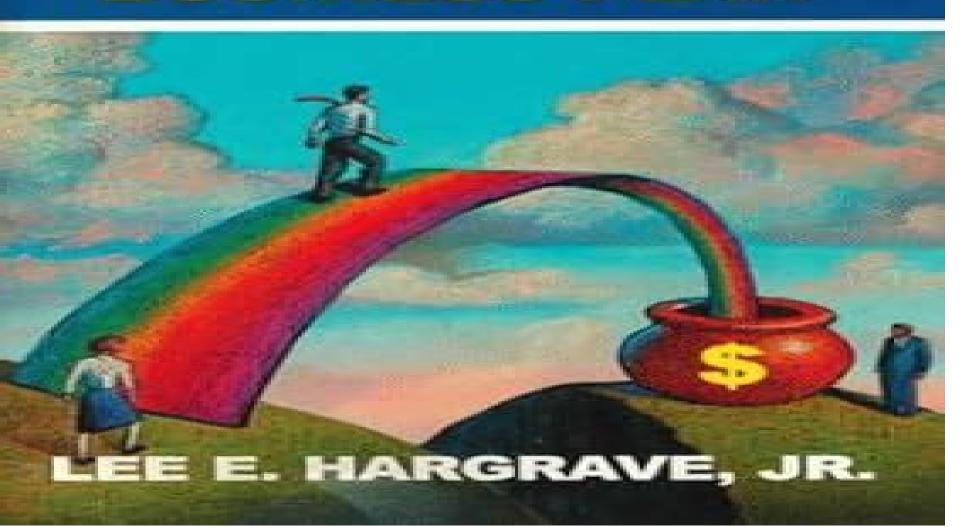
PLAN FOR PROFITABILITY! HOW TO WRITE A STRATEGIC BUSINESS PLAN



<u>Plan For Profitability How To Write A Strategic Busineb</u> <u>Plan By</u>

Patrick B. McNamee

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writing the business plan you should not only think as yourself but as the owner as well Remember the goal is not to convince you The goal is to convince the investors So you need to put yourself in the position of the investor and make sure that what you have written is done really really well The key to writing a good business plan is not only to have all the sections written such as Marketing plan financial projection and so on but also to have answered all the questions that the investor might have for the project you re presenting Always keep this in mind I will remind you of this many times during this book as I am going to write the potential questions with italic font This was a short introduction to what to expect in this book Now let s get started Handbook for Writing Proposals Robert J. Hamper, L. Sue Baugh, 1995 In this easy to use concise and thorough handbook two veteran business professionals guide you through the entire proposal writing process from the initial contact through completion and follow up In their unique nine step proposal writing process the authors demonstrate how even a first time proposal writer can create a winning proposal Throughout the book you Il follow a case study of a proposal writing team in action and chapter checklists summaries and samples will keep you on time on track and on budget

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