



Anatomy of a Business Plan: A Step-by-Step Guide to Building a Business and Securing Your Company's Future (Anatomy of a Business Plan: A Step-By-Step ... Smart, Building the Business, & Securin)

Linda Pinson

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What does it take to succeed in starting and running a small business? All the experts advise writing a business plan to map the trajectory of a new or existing venture. Even though writing a plan may seem like an intimidating undertaking, with the right help, anyone can do it. For expert guidance to take advantage of powerful business-building opportunities, the latest edition of the bestselling *Anatomy of a Business Plan* offers step-by-step, proven advice.

Updated with the latest changes affecting small businesses through 2005, the sixth edition also includes a new resource section to help businesses research financial and marketing information. Three complete sample business plans, along with the blank forms to create a plan, make this a hands-on, user-friendly guide.

Designed for beginning and growth-oriented entrepreneurs, or for those ready to move their dream businesses into action, it includes complete templates to:

- Develop an executive summary that grabs attention.
- Envision the organizational plan to lay the groundwork for success.
- Create the marketing plan that powers growth.
- Build for the future with airtight financial documentation.

While *Anatomy of a Business Plan* is ideal for entrepreneurs at all levels, it is also used in classrooms, workshops, and training. Many corporations use it to help their divisions, departments, and subsidiaries develop plans for new business expansion and growth. Once written, a plan is only effective when put to use! Guidelines for packaging and updating the plan complete the picture—so any business leader can create a living, accessible plan to support long-term success.

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