



How To Write A Business Plan: EBook Edition

Peter D. SCHIFFRIN, Edward T. CREGO, James C. KAUX

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The key to a professional-quality business plan. This best-selling book has been updated to include crucial information on diagnosing and measuring customer satisfaction. How to Write a Business Plan, Fourth Edition not only puts all the facts and planning formats you need right at your fingertips, but also gives you the latest thinking on effective business planning. It shows you how to organize and implement the planning process from beginning to end and translate your plan into action. You will learn how to:

- Evaluate your company's capabilities, strengths, and weaknesses
- Pinpoint the crucial elements of your competitive environment, including market, economic, and technological factors
- Set realistic production/service, revenue, and overall operating goals and objectives
- Develop and coordinate strategies that strengthen your company's production, marketing, research and development, organization and management, and financial systems
- Identify and integrate customer requirements into your plan
- Write the actual planning document and implement it to guide your company to greater productivity and profits
- Implement your plan successfully
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