



# How to Write a Business Plan (Creating Success)

By Brian Finch

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Anyone involved in business will, at some point, need to prepare a business plan--whether it is to raise financing, sell a business, or develop a specific project. Brian Finch covers all the issues in producing a plan--from profiling competitors and forecasting market development, to providing clear and concise financial information. He also includes a full glossary, case histories and a detailed section on the key issue of using internal business plans.

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## How to Write a Business Plan (Creating Success) By Brian Finch Bibliography

- Sales Rank: #6136531 in Books
- Brand: Brand: Kogan Page
- Published on: 2006-05-28
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .41" w x 5.62" l, 1.10 pounds
- Binding: Paperback
- 151 pages



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#### About the Author

**Brian Finch** is an independent consultant with considerable experience preparing and delivering effective business plans, as well as advising others on their business plans.

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