



Ernst & Young Business Plan Guide

By Brian R. Ford, Jay M. Bornstein, Patrick T. Pruitt

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In today's competitive business environment, a well thought out business plan is more important than ever before. Not only can it assist you in raising the money needed to start or expand a business-by attracting the interest of potential investors-but it can also help you keep tabs on your progress once the business is up and running.

Completely revised and updated to reflect today's dynamic business environment, The Ernst & Young Business Plan Guide, Third Edition leads you carefully through every aspect involved in researching, writing, and presenting a winning business plan. Illustrating each step of this process with realistic examples, this book goes far beyond simply discussing what a business plan is. It explains why certain information is required, how it may best be presented, and what you should be aware of as both a preparer and reviewer of such a proposal.

Divided into three comprehensive parts, The Ernst & Young Business Plan Guide, Third Edition outlines the essential elements of this discipline in a straightforward and accessible manner. Whether you're considering starting, expanding, or acquiring a business, the information found within these pages will enhance your chances of success.

* Advice on how to write and develop business plans

*

A realistic sample plan

*

All new sections on funding and financing methods with provisions for restructuring and bankruptcy

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Tips for tailoring plans to the decision makers

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Editorial Review

From the Back Cover

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- Tips for tailoring plans to the decision makers

About the Author

Brian R. Ford is Ernst & Young's gaming industry specialist, serving as a coordinating partner on both audit and special engagement projects throughout the industry. He also serves the retail and distribution industries and has specialized in growth companies for many years.

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