



# How to Write a Great Business Plan for Your Small Business in 60 Minutes or Less - With Companion CD-ROM

*Sharon Fullen, Dianna Podmoroff*

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A business plan precisely defines your business, identifies your goals and serves as your firm's resume. The importance of a comprehensive, thoughtful business plan cannot be over-emphasized. Much hinges on it: outside funding, credit from suppliers, management of your operation and finances, promotion and marketing of your business, achievement of your goals and objectives. Yet many small businesses never take the time to prepare one.

Now it's easy and you can do it in less than an hour. This new book and companion CD-ROM will demonstrate how to construct a current and pro- forma balance sheet, an income statement and a cash flow analysis. You will learn to allocate resources properly, handle unforeseen complications and make good business decisions. The CD-ROM, written in Microsoft Word, allows you to simply plug in your own information while providing specific and organized information about your company.

The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com.

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