



The Business Plan Workbook: A Practical Guide to New Venture Creation and Development

Colin Barrow, Paul Barrow, Robert Brown

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Equally suitable for academic and professional courses and for those developing small businesses, this book provides 29 assignments that cover all aspects of business planning, from creating a competitive business strategy through to forecasting sales volume and value.

The new edition includes new material on how to come up with a winning business idea, strategies for planning growth, and reviewing product or service propositions. It also features new and updated case studies and online resources.

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