



FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times Guides)

Vaughan Evans

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Whether you seek financial backing or board consent, this book will give you the critical knowledge you need to get the go-ahead. Written by a seasoned practitioner with years of experience in both writing and evaluating business plans for funding, it will help you formulate a coherent, consistent and convincing business plan with your backer's needs in mind. Follow its guidance and your plan will have every chance of winning the backing you need for your business to succeed.

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