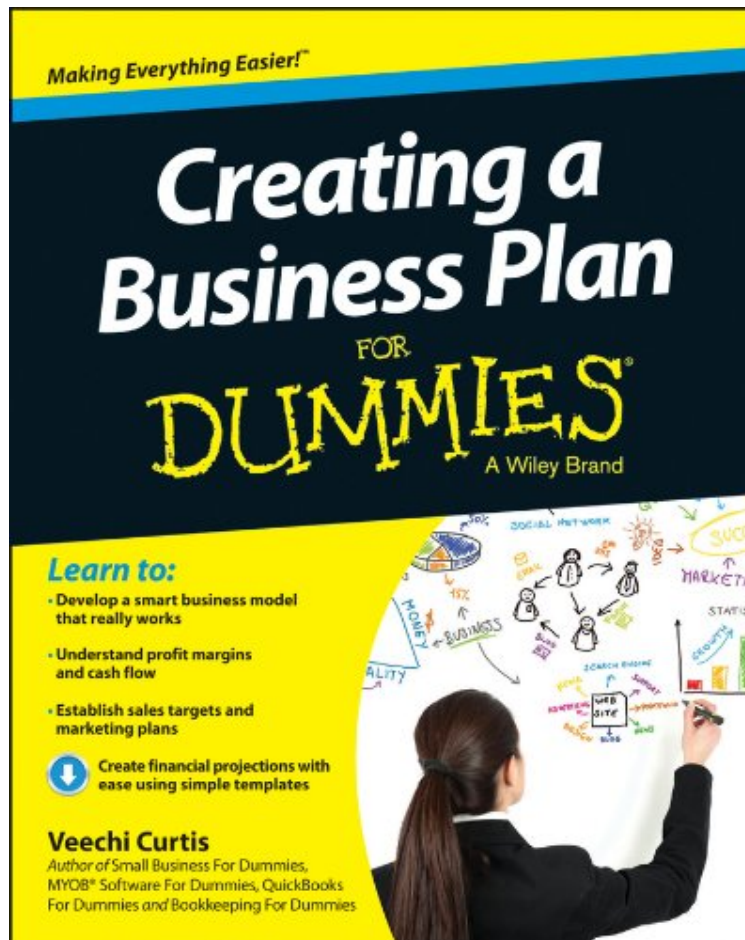


Creating a Business Plan For Dummies

Veechi Curtis

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Everything you need to know to design a profitable business plan Whether you're starting a new business or yoursquo;ve been trading for a while, Creating a Business Plan For Dummies covers everything you need to know. Figure out whether your business idea is likely to work, how to identify your strategic advantage, and what you can do to gain an edge on the competition. Discover why a business plan doesn't have to be a thrity-page document that takes days to write, but can be a simple process that you do in stages as you work through your business concept. Learn how to prepare an elevator pitch, create a start-up budget, and create realistic sales projections. Discover how to predict and

manage expenses, and assemble a financial forecast that enables you to calculate your break-even. Look at the risk involved in this business and experiment with different scenarios to see if yours is on the right track. Explains how to create a one-page business plan in just a few hours Takes a simple step-by-step approach, focusing on budgets, financials, and everyday practicalities Offers focused guidance on managing cashflow, designing marketing plans, and establishing a long-term vision for your business Includes access to downloadable templates and worksheets, as well as helpful online audio and video components Written by Veechi Curtis, bestselling author and business consultant A good business plan is the first step to success for any new business, and getting it right can mean the difference between big profits and big trouble. *Creating a Business Plan For Dummies* gives you the detailed advice you need to design a great business plan that will guide your business from concept to reality.

From the Back Cover Learn to: Develop a smart business model that really works Understand budgets, profit margins and cashflow Assemble sales targets and marketing plans Get inspired to build a profitable business with this essential guide Whether you've been in business for a while or you're starting a new business from scratch, *Creating a Business Plan For Dummies* explains how to formulate a winning plan and guide your business to success. From the basics of setting up a budget to working out exactly what you want to achieve with your business, this book offers practical advice every step of the way. Identify your edge — figure out what your strategic advantage is and who your competitors are Understand the ins and outs of key financials — learn all you need to know about margins, gross profit, Profit Loss Projections, break-even analysis, and more Develop a strong marketing plan — explore your target market, set realistic goals, and watch sales grow Consolidate your ideas — take a step back, see how everything interconnects, and bring all the pieces together Nurture your entrepreneurial spirit — spark innovation and let your creativity lead the way Open the book and find: Step-by-step instructions to build forecasts in Excel How to work out which pricing strategy fits Help with adjusting expenses to stay on track Ways to analyse industry trends Advice on managing risk Tricks to impress with a well-presented plan Things to ask yourself before signing off on your plan Links to downloadable online resources About the Author Veechi Curtis is a qualified accountant and consultant who specialises in small business finance, marketing and technology. She is the author of several bestselling Australian and New Zealand business titles, including *Small Business For Dummies*, *MYOBreg; Software For Dummies* and *Bookkeeping For Dummies*.