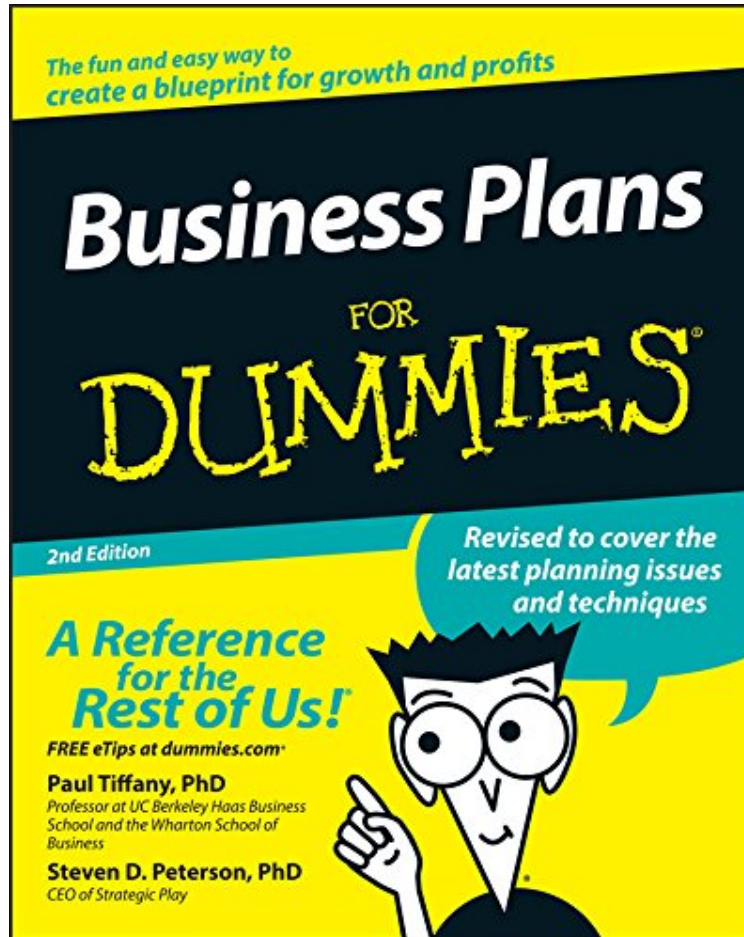


Business Plans For Dummies

Paul Tiffany, Steven D. Peterson

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Would you take off on a road trip to a new destination without a map or good directions? Probably not. Yet, sometimes business owners go full speed ahead without even having a destination in mind, much less a map on how to

get there. That's why so many businesses never make it. In today's competitive marketplace, 3/4 of all new businesses fail within two to three years. Whether you're launching a new business or working to strengthen or expand an established one, a business plan is your road map to success. *Business Plans For Dummies, 2nd Edition* helps you keep your businesses on track and reach your goals. Written by Paul Tiffany, PhD, professor at UC Berkeley Haas Business School and the Wharton School of Business and Steven Peterson, PhD, Professor at UC Berkeley Haas Business School and CEO of Strategic Play, it helps you Realistically determine where your business is and where you want to go Create a detailed business plan and put it into action instead of in a drawer Use the plan to secure financing Prepare for opportunities avoid common pitfalls In short, *Business Plans for Dummies* helps you determine where you want your business to go and create a map for getting there. You'll discover how to: Identify and approach potential financial backers, including venture capital firms, angels, bankers, and others Clarify and crystallize your company's mission, vision, and values Analyze your industry and your competition Identify your customers, including their needs, habits, purchase triggers, and decision-making processes Objectively analyze your company's strengths and weaknesses Analyze your financial situation in order to do realistic forecasts and budgets Recognize trends and anticipate changes, both in the overall economy and in your industry Plan for growth, considering the product life cycle, new products, or new markets Structure your organization and nurture leadership Complete with diverse techniques and approaches plus a sample business plan, *Business Plans For Dummies* gives you detailed how-to for designing a dynamic, business plan that will keep you on course in spite of the inevitable curves and detours in today's marketplace. It's a plantastic resource for business owners and entrepreneurs.

From the Back Cover Create a winning business plan with expert tips and strategies Covers planning basics, financing, marketing, legal issues, and more Creating a great business plan is the first and most vital step to business success. *Business Plans For Dummies, 2nd Edition*, walks you through each step of the planning process. **THE DUMMIES WAY**; Explanations in plain English "Get in, get out" information Icons and other navigational aids Online cheat sheet Top ten lists A dash of humor and fun Discover how to: Assess your company's goals and objectives Create a clear, precise mission statement Identify customers and understand their needs Differentiate your business from the competition Understand budgeting and finances Get Smart! @www.dummies.com Find listings of all our books Choose from many different subject categories Sign up for eTips at etips.dummies.com About the Author Paul Tiffany, PhD, is a professor of management at the Haas Business School, UC Berkeley, and an Adjunct Professor at the Wharton School, University of Pennsylvania. Steven Peterson, PhD, is the founder and CEO of Strategic Play and an Executive Education Lecturer at the Haas Business School.