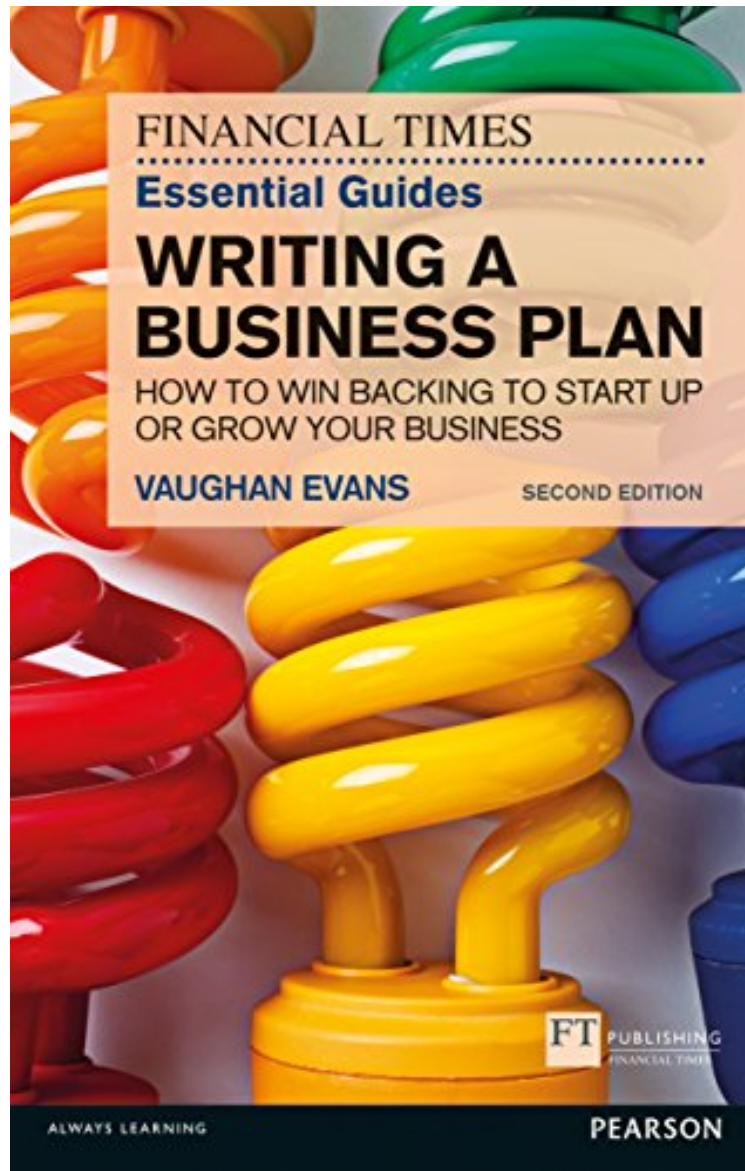


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## **The FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times Essential Guides)**

*Vaughan Evans*

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In one engaging, outcome-oriented book, The FT Essential Guide to Writing a Business Plan gives you: The essential knowledge you need to write a winning business plan ndash; quickly and without fuss Guidance on how to focus throughout on the plan's purpose ndash; to win backing Samples of what a good plan looks like, so you can benchmark your own as you write it Checklists, tips, examples and milestones to ensure yoursquo;re on target Prompts to reflect on, evaluate and learn from your experience With advice thatsquo;s instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

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