DESCRIPTION

In today's competitive business environment, a well thought out business plan is more important than ever before. Not only can it assist you in raising the money needed to start or expand a business-by attracting the interest of potential investors-but it can also help you keep tabs on your progress once the business is up and running.

Completely revised and updated to reflect today's dynamic business environment, The Ernst & Young Business Plan Guide, Third Edition leads you carefully through every aspect involved in researching, writing, and presenting a winning business plan. Illustrating each step of this process with realistic examples, this book goes far beyond simply discussing what a business plan is. It explains why certain information is required, how it may best be presented, and what you should be aware of as both a preparer and reviewer of such a proposal.

Divided into three comprehensive parts, The Ernst & Young Business Plan Guide, Third Edition outlines the essential elements of this discipline in a straightforward and accessible manner. Whether you're considering starting, expanding, or acquiring a business, the information found within these pages will enhance your chances of success.

* Advice on how to write and develop business plans

* A realistic sample plan
All new sections on funding and financing methods with provisions for restructuring and bankruptcy

Tips for tailoring plans to the decision makers

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ERNST & YOUNG LLP is one of the nation’s leading professional services firms, providing tax, assurance, and advisory business services to thousands of individuals as well as domestic and global business.

NEW TO EDITION

Totally updated and revised, this Third Edition outlines what to include as attachments to a business plan and discusses the impact of information technology on keeping a business plan up-to-date.

Ernst & Young has unique professional resources that enable it to serve both the great number of Fortune 500 companies and more owner-managed and entrepreneurial businesses than any other Big 6 accounting firm. This unique position allows Ernst & Young to provide information in this book that can be found nowhere else.