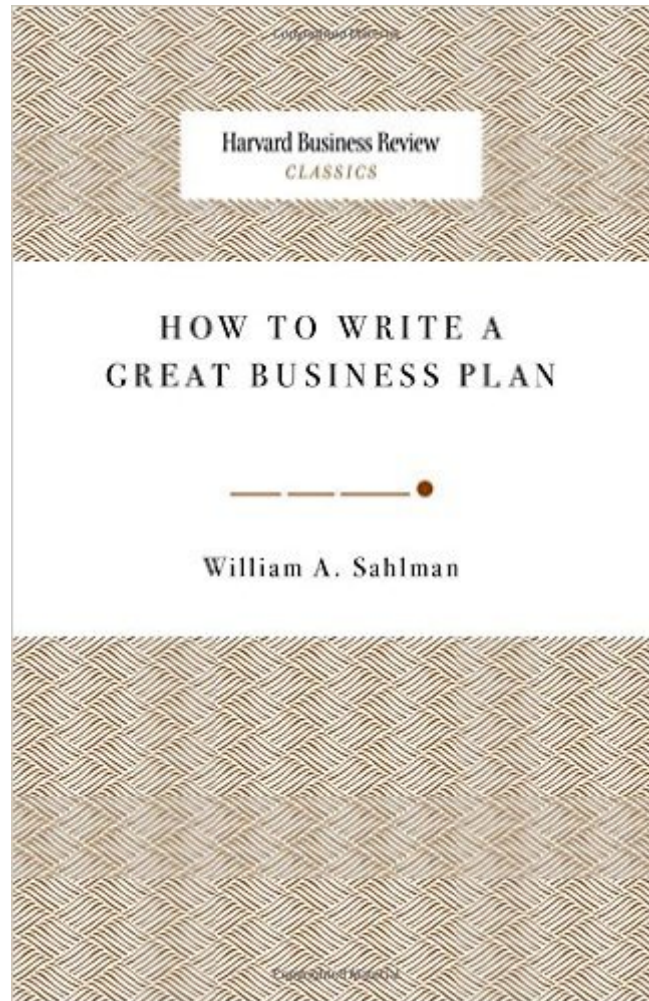


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# How To Write A Great Business Plan (Harvard Business Review Classics)



## Synopsis

Judging by all the hoopla surrounding business plans, you'd think the only things standing between would-be entrepreneurs and spectacular success are glossy five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more likely the venture is to flop. Why? Most plans waste too much ink on numbers and devote too little to information that really matters to investors. The result? Investors discount them. In *How to Write a Great Business Plan*, William A. Sahlman shows how to avoid this all-too-common mistake by ensuring that your plan assesses the factors critical to every new venture: • The people—the individuals launching and leading the venture and outside parties providing key services or important resources • The opportunity—what the business will sell and to whom, and whether the venture can grow and how fast • The context—the regulatory environment, interest rates, demographic trends, and other forces shaping the venture's fate • Risk and reward—what can go wrong and right, and how the entrepreneurial team will respond

Timely in this age of innovation, *How to Write a Great Business Plan* helps you give your new venture the best possible chances for success.

## Book Information

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## Customer Reviews

Well, I paid \$6.00 for this ebook. I am very disappointed. The "book" is a 12 page adobe file that is basically useless. If I had it to do over, I would have saved the \$6.

The book is good. I believe the principles described in the book can result in good BP. However, the content of the book is not more than a typical article (~3000 words) and I found it on the net for free, as an article, after I bought the book.

I'm gonna be practical  
Summary of this book:- knowledgeable- straight to the point---> You gotta DIGEST this book. It's not only reading it. You gotta really take a piece of paper and read it and mark all your points there. Get as much information as possible and THEN you go to your computer and WRITE your business plan. I did that and in one week I opened my business

A must read for anyone wanting a little bit of insight into the world of writing a business plan. It's a very short book. That is my only criticism. I like books that repeat points in many different ways as repetition is the key to learning complex ideas. Other than that, all you need to learn insight into business plan writing is here.

A quick read with an easy to apply, simple framework. I quickly used this framework on a 2-3 page business plan for a distribution business. It worked well for my company and was applied to future applications. More demanding business situations may require a more detailed framework and plan; but this book will certainly give you the basics.

I used this book for the capstone course of my degree. We had to run a business, which meant that we needed to submit a business plan. After using the instructions given in this book, we had the highest grade in the class. After graduation I have done a lot of reading. This book is an awesome resource to have in a personal library.

Item received in condition as promised. Shipped quickly. This mini-book was a real eye opener to complementing my startup idea with the best people and resources in which to do so.

It's like they pulled an article from a magazine and decided to call it a book. Not much information and the information it does contain is not particularly insightful.

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