



The Business Plan Workbook: The Definitive Guide to Researching, Writing Up and Presenting a Winning Plan

Colin Barrow, Paul Barrow, Robert Brown

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Without a business plan, no bank, venture capital house, or corporate parent will consider finance for a start up, expansion or venture funding.

Written for entrepreneurs, executives, and students, *The Business Plan Workbook* is a guide to all aspects of business planning. Based on methodology developed at the Cranfield School of Management and using successful real-life business plans, *The Business Plan Workbook* brings together the process and procedures required to produce that persuasive plan. The case examples in this edition have been updated and include a cross-section of businesses at various stages in their development.

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