

FINANCIAL TIMES

.....
Essential Guides

WRITING A BUSINESS PLAN

HOW TO WIN BACKING TO START
UP OR GROW YOUR BUSINESS

VAUGHAN EVANS

THIRD EDITION

FT Essential Guides

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**WRITING A
BUSINESS PLAN**

'This excellent book shines a light on what suppliers of capital expect in a business plan and why. It is an invaluable resource for all managers and budding entrepreneurs.'

Hugh Lenon, Chairman, Phoenix Equity Partners; former Chairman, the British Venture Capital Association

In one engaging, outcome-oriented book, *The Financial Times Essential Guide to Writing a Business Plan* gives you:

- The essential knowledge you need to write a winning business plan – quickly and without fuss
- Guidance on how to focus throughout on the plan's purpose – 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 you're on target
- Prompts to reflect on, evaluate and learn from your experience

Whether your business is a startup or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

FT PUBLISHING

Feedback on earlier editions of *The Financial Times Essential Guide to Writing a Business Plan*

‘Vaughan Evans provides a thorough yet practical guide to writing a business plan. I particularly like his emphasis on market demand and competitive analysis because often we entrepreneurs tend to go with our gut feel rather than proper analysis. Miscalculate these two critical areas and you will probably enter the wrong business. I have been there before and no matter how good your team or execution is, it will be an uphill battle to convince investors if those two areas aren’t compelling. Evans gets the priorities behind business planning right.’

Anthony Karibian, founder bOnline Ltd and co-founder, Eurooffice Ltd and XLN Telecom Ltd (both sold September 2010)

‘Raising capital is rarely straightforward. Evans’s excellent book shines a light on what suppliers of capital expect in a business plan and why. It is an invaluable resource for all managers and budding entrepreneurs.’

Hugh Lenon, Chairman, Phoenix Equity Partners, and Chairman of the British Venture Capital Association, 2010

‘Evans has nailed it! Clear, readable, no-nonsense thinking about the fundamentals every business plan must address. If writing a business plan is your next step, this book’s for you.’

John W. Mullins, Associate Professor of Management Practice in Marketing and Entrepreneurship, London Business School, and author of *The New Business Road Test* and *Getting to Plan B*

‘This guide cuts to the heart of what needs to go into a business plan – in any number of different scenarios. It is admirably clear and cleverly illustrated by real-life examples. It ought to be required reading for anyone contemplating any form of investment, even if they think they know it all already.’

James Brocklebank, Managing Partner, Advent International

FT Essential Guide to Writing a Business Plan, The

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