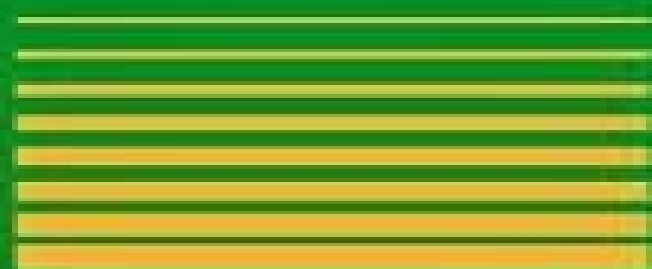


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CONTENTS Writing a business plan your business idea the market your marketing plan your operational plan your sales forecast your financial analysis your appendices presenting your plan running the business to plan

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About the author Matthew Record is a business consultant specializing in the preparation of business plans for a wide variety of clients

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