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The Definitive Business Plan the fast track to intelligent business planning for executives and entrepreneurs "With careful and detailed planning, one can win; with careless and less detailed planning, one cannot win. How much more certain is defeat if one does not plan at all! From the way planning is done beforehand, we can predict victory or defeat."

The Definitive Business Plan - by Richard Stutely

Ensure you know how to: Assess the current status of your business Develop strategic and operational plans Define vision, mission, values, core objectives and operating objectives Create financial forecasts, cash flow projections and operating budgets

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DEFINITION: A business plan sets out the method for running a specific activity over a specific future period. A plan usually reviews the current status of an organisation and sets out an overall business strategy for say five years with a more-detailed operational plan and budget for one-year ahead.

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