

Everything you need to write a complete, custom-designed business plan—and save yourself thousands of dollars. Smart entrepreneurs know that a clear, well-written business plan is absolutely essential to any new venture: it guides your first steps, helps you develop marketing strategies, and allows you to quickly seize new opportunities. What's more, a business plan is what you bring to investors to obtain financing. It has to be good—your success may depend on it. Yet, writing a business plan is one of the first and most difficult challenges facing most entrepreneurs. In fact, many pay consultants tens of thousands of dollars to prepare one. With this remarkable book you'll get expert guidance in writing a complete business plan, tailored to your specific needs. *Model Business Plans for Service Businesses* offers: Professional, step-by-step advice on how to structure and write an outstanding plan, including all the essential components 9 complete sample business plans for a broad cross-section of service businesses—a recycling service, an export company, a tutoring service, a travel agency, and more—that you can adapt to your business project Detailed instructions on defining the target market for the service, specific marketing plans for positioning and promoting the service, and financial projections, including estimated start-up costs, required capital, the break-even point, projected revenue, and more Easy-to-use forms that help you complete your business plan

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