



Making Everything Easier!™

UK Edition

Business Plans Kit

FOR

DUMMIES®

Learn to:

- Tailor your plans to the needs of your business
- Assess the competitive market
- Find funding and plan your finances



Stay on top of your operations with the interactive CD-ROM

Steven Peterson

Peter Jaret

Barbara Findlay Schenck

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Business Plans Kit For Dummies®

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Business Plans Kit For Dummies[®]

**by Steven Peterson,
Peter Jaret, Barbara
Findlay Schenck and
Colin Barrow**



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About the Authors

Steven Peterson and **Peter Jaret** wrote the first US edition of *Business Plans Kit For Dummies*, which was released in 2001.

Steven Peterson is founder and CEO of Strategic Play, a management training company specialising in software tools designed to enhance business strategy, business planning and general management skills. He's the creator of the Protean Strategist, a business simulation that reproduces a dynamic business environment where participant teams run companies and compete against each other in a fast-changing marketplace. He holds advanced degrees in mathematics and physics and received his doctorate from Cornell University. For more information, visit www.StrategicPlay.com.

Peter Jaret has written for *Newsweek*, *National Geographic*, *Health*, *Men's Journal*, *Reader's Digest* and dozens of other magazines. He's the author of *In Self-Defense: The Human Immune System* and *Active Living Every Day*. He has developed brochures, white papers and annual reports for the Electric Power Research Institute, Lucas Arts, The California Endowment, WebMD, BabyCenter, Stanford University, Collabria, Home Planet Technologies and others. In 1992, he received the American Medical Association's first-place award for medical reporting. In 1997, he won the James Beard Award for food and nutrition writing. He holds degrees

from Northwestern University and the University of Virginia.

Barbara Findlay Schenck built upon the great work of Peterson and Jaret as she wrote the second US edition of *Business Plans Kit For Dummies*. She's a successful business owner, marketing consultant, author of *Small Business Marketing For Dummies* and co-writer of the Edgar Award-nominated memoir *Portraits of Guilt*. She has worked internationally in community development, served as a college admissions director and writing instructor in Hawaii, founded an advertising agency in Oregon and has helped organisations large and small to plan and manage successful marketing and management programmes. You can contact her at BFSchenck@aol.com.

Colin Barrow was, until recently, Head of the Enterprise Group at Cranfield School of Management, where he taught entrepreneurship on the MBA and other programmes. He is also a visiting professor at business schools in the US, Asia, France and Austria. His books on entrepreneurship and small business have been translated into twenty languages, including Russian and Chinese. He worked with Microsoft to incorporate the business planning model used in his teaching programmes into the software program, Microsoft Business Planner. He is a regular contributor to newspapers, periodicals and academic journals such as the *Financial Times*, *The Guardian*, *Management Today* and the *International Small Business Journal*.

Thousands of students have passed through Colin's start-up and business growth programmes, going on to run successful and thriving enterprises, and raising millions in new capital. He is on the board of several small businesses, is a University Academic Governor, and has

served on the boards of public companies, venture capital funds and on Government Task Forces.

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– Colin Barrow

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Content Editor: Jo Theedom

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Introduction

Business advisors are in no doubt: when you're establishing, expanding or re-energising a business, the best way to start is by writing a business plan. The task can, however, seem a little daunting, which is where this book and its kit come to the rescue.

Business Plans Kit For Dummies, UK edition, doesn't tell you how to proceed; it shows you how, walking you through the process with step-by-step action plans, examples and do-it-yourself forms throughout the book and on the information-packed CD-ROM. So relax. Whether you're planning to launch a brand-new business, kick-start an idling enterprise or take a going concern to all-new heights, this book makes the process straightforward, easy, rewarding – and even fun.

About This Book

You can find plenty of books full of business-planning theories and principles, but this book is different: it cuts through the academics and steers clear of the jargon to provide an easy-to-grasp, step-by-step approach to putting a business plan together. It also offers dozens of forms to make the task easier and includes examples from all kinds of businesses – from freelance contractors and small retailers to online marketers and not-for-profit organisations.

What's more, this UK edition includes input and advice on the most current and pressing issues facing businesses today. In response to the fact that marketing is a top

concern of today's entrepreneurs, business owners, CEOs and investors, we dedicated Chapter 7 solely to the topic. Chapter 19 offers ten things to know about finding vital sources of information for underpinning your business plan: anyone reading your business plan wants to be sure that you've really done your homework. Plus, all the chapters incorporate lessons from the latest stresses and strains on the financial system and the credit-crunch, opportunities presented by today's technology and current resources, tips and planning advice.

Conventions Used in This Book

We have a few conventions in this book that you ought to know about. Important terms, which we make every effort to explain, are *italicised*. We place tangential, not-so-important information in grey boxes, also known as sidebars. And at the end of every chapter, we summarise the forms from that chapter that appear on the CD-ROM.

Speaking of the CD-ROM, all the forms on the CD appear in both Microsoft Word format and as Adobe PDFs. Use whichever file format you're comfortable with. See the Appendix for more info on how to use the CD.

Foolish Assumptions

In writing this book, we've made a few assumptions about you. You've picked up this book, so you're probably starting or growing a business – most likely a small- to

medium-size business, because that's how most ventures start. Maybe you have nothing more than the glimmer of a good idea for a business; maybe you've already started a business and know that the time has come to write a plan; or maybe you're running someone else's business or a non-for-profit organisation and you want to set and follow a clear path to success. In any case, you're excited, ambitious and a little nervous at the thought of creating a business plan. Being excited and ambitious is good, but you need to settle your nerves, because the task you face is achievable, manageable and even enjoyable. Honest. You don't even need previous business experience to make your way through this book, although people with experience will also find plenty of good advice.

How This Book Is Organised

From start to finish, this book offers a simple, step-by-step approach to business planning. We realise that not everyone is going to begin on the first page and end on the last, and so this book is organised to allow you to flip to the area you want and find information you can put to use right away. To get you oriented, here's an overview of the contents.

Part I: Laying the Foundation for Your Plan

The three chapters in this part form the business foundation upon which you write your plan for success.