



# **The FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business**

*Vaughan Evans*

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# The FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business

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- 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

With advice that's instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

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