



FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times)

By Vaughan Evans

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Whether you seek financial backing or board consent, this book will give you the critical knowledge you need to get the go-ahead. Written by a seasoned practitioner with years of experience in both writing and evaluating business plans for funding, it will help you formulate a coherent, consistent and convincing business plan with your backer's needs in mind. Follow its guidance and your plan will have every chance of winning the backing you need for your business to succeed.

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Editorial Review

Review

‘This guide cuts to the heart of what needs to go into a business plan – in any number of different scenarios. It is admirably clear and cleverly illustrated by real-life examples.’

James Brocklebank, Managing Director, Advent International

‘At last! A book that explains how to write the kind of business plan that investors and lenders actually want to read. Evans uses his vast experience in advising real companies and financiers to make this guide authoritative and authentic, yet also practical and easy to follow.’

James Courtenay, Global Head, Project and Export Finance, Standard Chartered Bank

‘Peppered with good examples it is an essential reference for those contemplating a start-up as well as existing businesses moving to their next phase of growth.’

Grahame Hughes, Co-founder, Haven Power Ltd (exited 2010)

‘Vaughan Evans's considerable experience in creating business plans and evaluating them on behalf of investors is very much in evidence in this eminently readable book. From my private equity perspective, a plan submitted along these guidelines will stand out from the rest. It will speak the language of potential investors.’

James Pitt, Partner, Lexington Partners

‘Whether a start-up, early stage or mature business, this book provides essential and in-depth guidance on how to prepare a compelling business plan.’ **Vince O’Brien**, Director, Montagu Private Equity and Chairman of the British Venture Capital Association, 2005

‘Lively, contemporary case studies and essential tips, coupled with easy to follow writing, make it a perfect read for all levels of experience.’

Bill Priestley, Managing Director, LGV Capital Limited

‘This book is written from the viewpoint of the potential backer, targeting his/her key questions. It provides a

no-nonsense, easy-to-follow guide that will ensure you deliver a persuasive plan.'

Robert Samuelson, Executive Director Group Strategy, Virgin Media

'Over the years there have been many guides to *what* you should put in a business plan. The crucial difference with Evans' book is that it tells you *why* and *how* as well.'

Richard Kemp, Managing Partner, Sephton Capital

From the Back Cover

'I particularly like this book's emphasis on market and competitive analysis – often we entrepreneurs tend to go with our gut feel rather than proper analysis. Evans gets the priorities behind business planning right.'

Anthony Karibian, co-founder, XLN Telecom Ltd (exited September 2010)

'Vaughan Evans' excellent book shines a light on what suppliers of capital expect in a business plan and why. It is an invaluable resource for all managers and budding entrepreneurs.'

Hugh Lenon, Managing Partner, Phoenix Equity Partners, and Chairman of the British Venture Capital Association, 2010

'Evans has nailed it! Clear, readable, no-nonsense thinking about the fundamentals every business plan must address. If writing a business plan is your next step, this book's for you.'

John Mullins, Professor at London Business School and author of *The New Business Road Test*

YOUR ESSENTIAL GUIDE TO BUSINESS PLANNING

Whether you seek financial backing or board consent, *The FT Essential Guide to Writing a Business Plan* will give you the critical knowledge you need to get the go-ahead. By focusing clearly on your objective, it will help you to convey the necessary evidence and address your backer's concerns. It will also help you develop your planning skills for the future by showing you how to coach yourself and improve your performance.

Written by a seasoned practitioner with years of experience in both writing and evaluating business plans for funding, it will help you formulate a coherent, consistent and convincing plan with your backer's needs in

mind. Follow its guidance and your plan will have every chance of winning the backing you need for your business to succeed.

FT ESSENTIAL GUIDES: THE KNOW-HOW YOU NEED TO GET THE RESULTS YOU WANT

Users Review

From reader reviews:

Lisa McCann:

In this 21st millennium, people become competitive in each and every way. By being competitive right now, people have to do something to make themselves survive, being in the middle of the particular crowded place and notice by means of surrounding. One thing that often many people have underestimated the idea for a while is reading. Yes, by reading a publication your ability to survive is boosted then having a chance to stand out than others is high. For you who want to start reading some sort of book, we give you that FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times) book as a beginning and daily reading book. Why, because this book is greater than just a book.

Karen Lheureux:

Nowadays reading books are a little more than a want or need but also work as a life style. This reading practice gives you a lot of advantages. The benefits you get of course the knowledge even the information inside the book that will improve your knowledge and information. The info you get based on what kind of publication you read, if you want to drive more knowledge just go with training books but if you want to experience a happy read one using a theme for entertaining for example comic or novel. The FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times) is kind of e-book which is giving the reader an unpredictable experience.

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