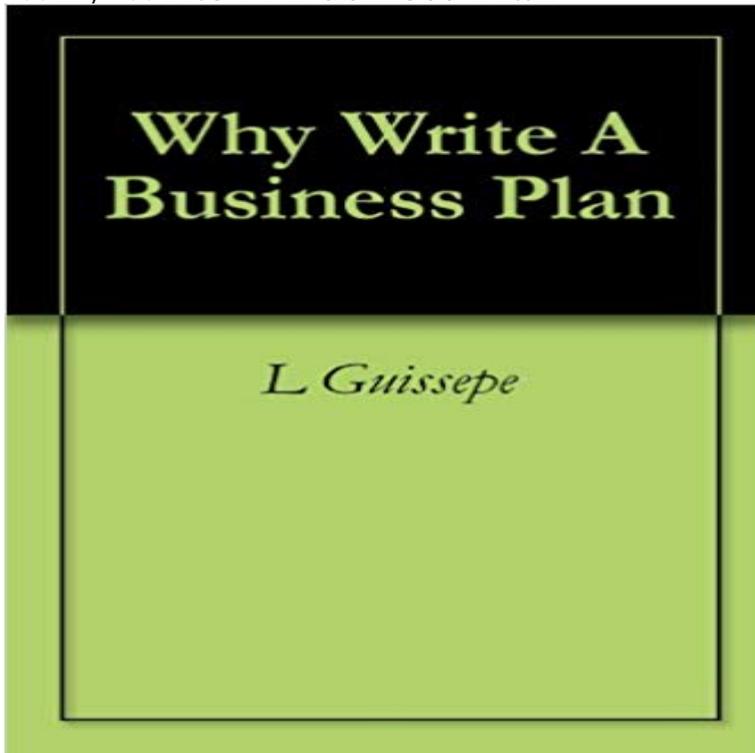


## Why Write A Business Plan



It is very important for a business to have a realistic and a working business plan, when starting a business. A business plan is a written document that describes a business its objectives, its strategies, the market it is in and its financial forecasts. A business plan has many functions, from securing external funding to measuring success within your business. This book aims to help and educate people who are interested in business practices.

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