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matters UK specific forms UK specific case studies New content covering online business opportunities and resources alternative ways in to business including franchising network marketing and buy outs research methods and choosing suppliers and outsourcing will all be added to the UK edition Table of Contents Part I Laying the Foundation for Your Plan Chapter 1 Starting Your Planning Engine Chapter 2 Generating a Great Business Idea Chapter 3 Defining Your Business Purpose Part II Developing Your Plan s Components Chapter 4 Understanding Your Business Environment Chapter 5 Charting Your Strategic Direction Chapter 6 Describing Your Business and Its Capabilities Chapter 7 Crafting Your Marketing Plan Chapter 8 Deciphering and Presenting Part III Tailoring a Business Plan to Fit Your Needs Chapter 9 Planning for a One Person Business Chapter 10 Planning for a Small Business Chapter 11 Planning for an Established Business Chapter 12 Planning for a Not for profit Nonprofit Organization Chapter 13 Planning for an E Business Part IV Making the Most of Your Plan Chapter 14 Putting Your Plan Together Chapter 15 Putting Your Plan to Work Part V The Part of Tens Chapter 16 Ten Signs That Your Plan Might Need an Overhaul Chapter 17 Ten Ways to Evaluate a New Business Idea Chapter 18 Ten Ways to Fund Your Business Plan Chapter 19 Ten Sources of Vital Information to underpin your Business Plan Chapter 20 Ten Ways to Use Your Business Plan Note CD files are available to download when buying the eBook version

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