

Learning Objectives

After reading this chapter, you should be able to: **1** explain the importance of the business plan in the start-up process; **2** describe the different types of business plans; **3** explain the importance of the business plan in the start-up process; **4** explain the importance of the business plan in the start-up process.

What are the types of plans?

What are the different types of plans?

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Summary

Business planning is a key part of the start-up process. It involves setting out the business's goals and objectives, and identifying the resources needed to achieve them. A business plan is a document that outlines the business's strategy and provides a roadmap for the entrepreneur.