

Learning Objectives

After reading this chapter, you should be able to: 1. Explain the importance of the business plan in the success of a business. 2. Describe the different types of business plans and their uses. 3. Identify the key components of a business plan and their importance.

What are the types of plans?

What are the different types of business plans?

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Assignment

Prepare a business plan for a business of your choice. The plan should include the following information: