



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

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

- Sales Rank: #2176045 in Books
- Brand: Brand: Financial Times/ Prentice Hall
- Published on: 2011-12-25
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .63" w x 5.50" l, .88 pounds
- Binding: Paperback
- 248 pages



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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:**

##### **James Bardsley:**

Now a day folks who Living in the era exactly where everything reachable by interact with the internet and the resources in it can be true or not need people to be aware of each data they get. How individuals to be smart in having any information nowadays? Of course the reply is reading a book. Looking at a book can help individuals out of this uncertainty Information specially this FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times) book because this book offers you rich facts and knowledge. Of course the data in this book hundred pct guarantees there is no doubt in it you know.

##### **Scottie Hicks:**

A lot of people always spent all their free time to vacation as well as go to the outside with them loved ones or their friend. Were you aware? Many a lot of people spent these people free time just watching TV, or even playing video games all day long. In order to try to find a new activity that is look different you can read a new book. It is really fun for yourself. If you enjoy the book that you simply read you can spent all day long to reading a book. The book FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times) it doesn't matter what good to read. There are a lot of people that recommended this book. These folks were enjoying reading this book. In case you did not have enough space to develop this book you can buy the actual e-book. You can m0ore quickly to read this book through your smart phone. The price is not to cover but this book has high quality.

##### **Colleen Edwards:**

In this era globalization it is important to someone to get information. The information will make professionals understand the condition of the world. The health of the world makes the information much easier to share. You can find a lot of personal references to get information example: internet, newspapers, book, and soon. You can observe that now, a lot of publisher which print many kinds of book. Typically the book that recommended to you personally is FT Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business (Financial Times) this publication consist a lot of the information in the condition of this world now. This kind of book was represented how can the world has grown up. The language styles that writer require to explain it is easy to understand. The writer made some research when he makes this book. Honestly, that is why this book suitable all of you.

**Beulah Chavez:**

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