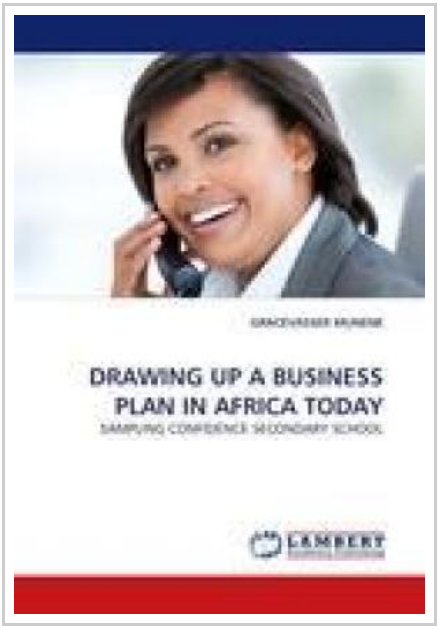


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DRAWING UP A BUSINESS PLAN IN AFRICA TODAY

By GRACEVASSER MUNENE

LAP Lambert Acad. Publ. Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 220x150x7 mm. This item is printed on demand - Print on Demand Neuware - In a nutshell, a business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. Drawing Up a Business Plan in Africa Today: Sampling Confidence Secondary School in Kenya, demonstrates how a good business plan is drawn. It samples Confidence Secondary School is brought about through a pen and a paper, plus engaging our minds. In other words, it builds on the factors that one has to use in drafting a successful plan of action. That is, Business Name, working Assumptions, mission, objectives, location, infrastructures, Why This Business Venture, Contribution To The Local Community, Technological Trends And Prospects, Capital Structure, Seasonal Problems/Hitches, Growth And Expansion Forecast, Marketing Plan, Advertising, distribution, and Promotion Strategy, Organization Plan, Evaluation And Selection Of Members Of Staff, Operational/Production Plan, and Financial Plan among others. It is a must read for all business practitioners, Business Management students and people of all walks of life. Certainly, we are all involved in some forms of business plans in...

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