



# **Write the Ultimate Smart Plan II, The Expanded Edition: A Complete Guide to Creating a Comprehensive Business & Plan**

*C. M. McClelland*

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## **Write the Ultimate Smart Plan II, The Expanded Edition: A Complete Guide to Creating a Comprehensive Business & Plan C. M. McClelland**

Whether you are starting or expanding a business, WRITE THE ULTIMATE SMART PLAN II, “The Expanded Edition”, is a must have business development resource.

The wise approach to developing a viable company includes understanding the lessons learned by others who have been successful in business. The “10 Entrepreneurial Pearls of Wisdom”, which are also included in this book, will provide you with the insight and strategies used by successful entrepreneurs. WRITE THE ULTIMATE SMART PLAN II also includes valuable tips on how to manage and grow your company.

- Do you need expert advice on developing your strengths as an entrepreneurs?
- Do you need expert tips on how to better manage your company?
- Do you need a comprehensive guide on how to develop a strategic business plan for your company?

If you answered yes to any of these questions, WRITE THE ULTIMATE SMART PLAN II is the book you should read and use as a practical resource. The book contains three fully developed business plans for the service industry (restaurant, child care and moving companies), which can be customized for your own company and industry.

You will find three comprehensive business plans that include:

- Management and Personnel Plan
- Market Analysis and Marketing Strategies
- Competition Analysis
- Customer Satisfaction Survey
- Contingency Planning When Emergencies Arise
- Financial Statements

Essential business research worksheets are also included to help you collect and analyze the market, competition, and product data needed to build and plan your business. The sample business plans will show you exactly how to use the information that you’ve researched.

The descriptive list of the 17 essential elements of a business plan, which includes the financial statements; cash flow projections, balance sheet, profit and loss, and breakeven analysis, will help you understand exactly what is needed to develop a “Smart Plan” for your business.

This book has been developed to help you manage a business, market products and services, and develop a useful business plan for your company. With over 25 years of experience, and the privilege of helping hundreds of entrepreneurs, we have an intimate knowledge of the entrepreneurial journey. You can make that journey less challenging when you use the information, resources, and tools that are available in this book.

We wish you much success!

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