

- 1 Introduction p. 1
- 2 The business plan p. 8
- 3 The business planning process p. 19
- 4 Strategic planning p. 24
- 5 Analysing the environment p. 31
- 6 Analysing the firm p. 41
- 7 Industry and competitor analysis p. 54
- 8 Product and portfolio analysis p. 65
- 9 SWOT analysis p. 85
- 10 Generating strategic options p. 89
- 11 Market analysis and strategy p. 99
- 12 Market forecasting p. 107
- 13 The operational plan p. 137
- 14 Modelling the business p. 144
- 15 Accounting principles p. 150
- 16 Completing the financial statements p. 179
- 17 Reviewing the financial statements p. 187
- 18 Evaluating strategic options p. 199
- 19 Funding issues p. 221
- 20 Risk analysis p. 236
- 21 Presenting the business plan and obtaining approval p. 241
- 22 Implementing the business plan p. 245
- Appendix p. 248
- Index p. 263