

# The Business Plan Workbook: A Practical Guide to New Venture Creation and Development

"Brings together the processes and procedures required to write a business plan."

*Commerce and Industry*

"A pleasing read, unlike many other books on this topic; full of practical and professional advice."

*Professional Manager*

"Highly informative and instructive."

*City Business Magazine*

Time after time, studies and real-life examples reveal that the absence of a written business plan leads to a higher incidence of failure for new businesses, and inhibits growth and development. Based on methodology developed at Cranfield School of Management, *The Business Plan Workbook* takes a practical approach to the topic of business planning for new venture creation and development. Equally suitable for a range of academic and professional courses and for those developing small businesses, it takes the reader through 29 assignments to help them create and present their business plan, from learning how to create a competitive business strategy through to forecasting sales volume and value. It will help the reader validate their business idea, brand their business, research and segment their market, and raise finance; all through one persuasive plan.

With new additional material covering the 7 Ps of marketing, a section on planning for growth and a range of new and updated case studies of real-life entrepreneurs, this classic text is an invaluable guide to all aspects of business planning. *The Business Plan Workbook* includes a comprehensive and up-to-date list of online resources and a vast range of case studies including Google, Cobra Beer, IKEA, Amazon, Innocent, Starbucks, Moonpig and dunnhumby.

**Colin Barrow**, previously Head of the Enterprise Group at Cranfield School of Management where he taught entrepreneurship modules for the MBA programme, is a Visiting Professor at business schools across the globe. A best-selling author his other books include *The 30 Day MBA*, *Starting a Business from Home*, *Practical Financial Management* and *Cut Costs Not Corners*, all published by Kogan Page.

**Paul Barrow** is an author, a Visiting Fellow at Cranfield, and also a consultant advising SMEs on growth strategies.

**Robert Brown** directed the Graduate Enterprise Programme at Cranfield where he led a course on entrepreneurship.

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