

“...business decisions have long term consequences both positive and negative and must be deployed with diligence.”

The *Structures for Strategy™ Business Plan* is a strategy-crafting tool ideal for attracting interest in business development / expansion ideals.

This formula is of specific interest to decision-making parties for use as a comprehensive checklist in addressing sound investment intent.

A BUSINESS PLAN IS
A PROJECT PROPOSAL.

It must gather objective reasoning into a strategic package that highlights the proposal's possibilities. It must also contain sufficient information to attract involvement.

This Business Plan will assist in providing evidence of both feasibility & viability and include the majority of ingredients necessary when challenged in regard to the objectivity of its purpose.

Useful for the:

- SBU / general / corporate manager
- Small business owner
- Entrepreneur

... seeking to ensure that the project is presented with the best impact.

The unique design of the framework templates and methodology, utilised throughout the planning format, provides a pathway towards motivating the confidence required by third party participants.



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