



Writing a Convincing Business Plan

Third Edition

**Arthur DeThomas, Ph.D.,
and Stephanie Derammelaere, M.B.A.**

**Describe your company's structure, operations,
and goals as step number one in attracting investors
and creating a profitable business**

- **Analyze and forecast markets and sales**
- **Set up operating and marketing plans and schedules**
- **Estimate operating expenses**
- **And much more . . .**

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