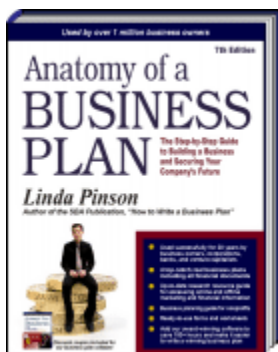


# Anatomy of a Business Plan

New 2008 7th Edition

A Step-by-Step Guide to Starting Smart, Building the Business, and  
Securing Your Company's Future

*The Book That Has Helped Over 1,000,000 Business Owners*



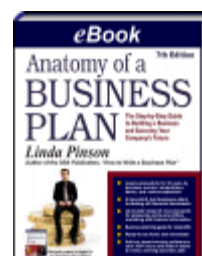
- Complete Preparation Instruction
- Easy-to Follow Step-by-Step Format
- Research Information Resources
- Examples and Blank Forms
- 4 Complete "Real" Business Plans (including one dot.com)

*Anatomy of a Business Plan* is included  
**FREE**  
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*Anatomy of a Business Plan*, now in its 22nd year and 7th edition, has guided over 1,000,000 business owners smoothly through the business planning process. It has been used extensively for business education by universities, colleges, technical schools, SBA BIC Centers, and SBDCs. *Anatomy of a Business Plan* is equally appropriate for small businesses and large corporations. It is a favorite in almost every library throughout the U.S. and has been translated into [Spanish](#), [Chinese](#), [Italian](#), and other languages for use in foreign countries.

#### What's In the Book?

- Starting With an Exit Strategy
- What Lenders and Investors Look For
- Business Planning for Nonprofit
- Writing Your Executive Summary
- Organizational Planning
- Product-Market Analysis
- Multi-Channel Marketing Strategy
- Financial Document Development
- Financial Statement (Ratio) Analysis
- Tax Considerations
- Updating Your Plan
- Research Resources (online and offline)
- Glossary and Index

**Includes Four Complete Business Plans:** Start-up and Growth-Oriented Companies, Different Legal Structures, Products and/or Service Industries  
**One Plan for a Dot.com Company**

#### What's New in the 7th Edition?

This new edition of *Anatomy of a Business Plan* has been revised to reflect the latest online and printed financial and marketing resources and current business plan practices and is loaded with ready-to-use forms and worksheets and complete real-world business plans.

**Business Planning for Nonprofits.** There is a brand new chapter devoted to business planning specific to nonprofit organizations. With guidance from the chapter and reference icons at various points in the planning process, you will be neatly guided through the developments of a plan that is appropriate for your nonprofit.

**Financing Your Business.** You will be happy to see our new chapter on financing. Learn about debt and equity financing, types of loans, and sources of financing.

**Karma Jazz Cafe Business Plan.** There are now four complete business plans included in *Anatomy of a Business Plan*. Over the years, several of our readers have asked for a business plan for a restaurant. We now have one and hope you will like it.

#### **Winner of Benjamin Franklin Award Best Business Book of the Year**

*Anatomy of a Business Plan*, winner of the Benjamin Franklin Best Business Book of the Year Award, has guided more than a million small business owners through the business planning process. Now you, too, can use this highly approachable, step-by-step process to develop a polished, professional and results-oriented plan.

#### **Selected as Basis of SBA Publication "How To Write A Business Plan"**

The U.S. Small Business Administration selected *Anatomy of a Business Plan* as the basis for its business planning publication. MP-32, "How to Write a Business Plan". This publication is a condensed version of *Anatomy of a Business Plan* and can be purchased by contacting the SBA.

