



BUSINESS PLAN

WORKBOOK

A STEP-BY-STEP GUIDANCE

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PREFACE

This workbook is written in a simple and practical format to help entrepreneurs in planning their new ventures.

This workbook is written to assist entrepreneurs plan for business start-ups quickly and easily to increase the likelihood of business success. The business plan is amenable, thus expect the information to change according to time, but bear in mind that the long-term goal remains status-quo.

Many books have been written to help educate others about entrepreneurship, however, this workbook works as a guideline for entrepreneurs to start planning on their new venture. The business plan is a preliminary phase for an entrepreneur before venturing into a new business.

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Every new business starts with a great idea. Entrepreneur that has identified a business that is unique in the product or service that they are planning to offer or they believe they see an opportunity where they can provide a product or service that is better, faster or cheaper. Either way entrepreneur needs to ask themselves some questions about their business idea just to make sure entrepreneur realistically evaluate the potential of their business.

This workbook is intended to help entrepreneurs prepare for their own business which deals with an important phase of the start-up process. Entrepreneur must try to fulfil these five sections by addressing all the items that are applicable to their business. However, not all items apply to all businesses. If entrepreneur finds it difficult to address on several applicable items in the workbook sections, more research need to be carried out.

Azlin Shafinaz Arshad (PhD) is a senior lecturer at the Faculty of Business and Management, Universiti Teknologi MARA (UiTM). She has more than 20 years of experience in teaching entrepreneurship and financial management to undergraduate and postgraduate students besides giving talks and training courses on entrepreneurship, business planning as well as financial management. Her research interest is in Entrepreneurship, Entrepreneurial Orientation, Small and Medium Enterprises (SMEs), Women Entrepreneurs and Financial Management Behaviour. She has written numerous research articles in indexed and refereed journals and presented papers at international and national conferences.

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