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*Sharon Fullen, Dianna Podmoroff*

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A business plan precisely defines your business, identifies your goals and serves as your firm's resume. The importance of a comprehensive, thoughtful business plan cannot be over-emphasized. Much hinges on it: outside funding, credit from suppliers, management of your operation and finances, promotion and marketing of your business, achievement of your goals and objectives. Yet many small businesses never take the time to prepare one.

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The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com).

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