

# Leggere Il Business Plan Ebook Gratuito PDF/EPUB/mobi - Antonello Bove



**leggere Il business plan Ebook gratuito PDF/EPUB/mobi Antonello Bove** , Saper presentare un business plan in una forma completa è un tema di grande attualità, uno dei punti chiave per la gestione di qualsiasi azienda sia nella fase di start-up che in quella di espansione.

Il libro si prefigge di trasferire una metodologia strutturata su un percorso in sette passi attraverso un processo di pianificazione che analizza tutti i componenti strategici di un business, da quelli finanziari a quelli di mercato a quelli di prodotto:

- Executive summary
- Descrizione dell'azienda
- Prodotto o servizio e processo
- Analisi del mercato, piano di marketing e vendite
- Posizione competitiva, milestones e analisi dei rischi
- Management e organizzazione
- Parte finanziaria

Il testo è ricco di casi di studio, dai servizi al manifatturiero, e propone, come esempio completo, il business plan di

un'impresa produttrice di bevande.

Il libro dedica inoltre un capitolo al business plan per organizzazioni no-profit e un capitolo all'analisi SWOT e PESTEL, con approfondimenti sul significato di strategia e pianificazione strategica.

La metodologia dei 7 step è applicabile a business plan relativi a:

- Start-up
- Espansione aziendale
- Fusione e acquisizione
- Strategie di internazionalizzazione
- Organizzazioni no-profit
- Ristrutturazione finanziaria
- Riconversione aziendale.

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