


# WHO SHOULD WRITE A BUSINESS PLAN




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- The business plan should be prepared by the entrepreneur.
  - It needs knowledge in the various fields like Law and Business Management and Project Management
  - The entrepreneur may thus consult with the lawyers, accountants, marketing consultants and engineers for the preparation of his plan.

# Scope of this plan



- The business plan may be read by potential employees, potential investors, bankers, venture capitalists, suppliers, customers, advisors, and consultants

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- Business Plan is important to these people because:
  - -It helps them to determine the viability of the venture in a designated market.
  - -It provides guidance to the entrepreneur in organizing his or her planned activities.
  - -It serves as an important tool in helping to obtain finance