



# **PLAN DE NEGOCIOS: Una guía práctica: Guía paso a paso para armar un plan de negocios. (Spanish Edition)**

*Michael Winicott*

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Guía práctica para armar un plan de negocios profesional basada en modelos, plantillas y check-lists sin necesidad de contratar un consultor de empresas. Este es un método rápido y probado que te permite crear un plan de negocios para (i) presentar a potenciales inversores, y (ii) presentar a otros interesados en tu negocio, como empleados, bancos y accionistas mayoritarios y minoritarios.

Este libro te ayudara a desarrollar los conceptos básicos para la creación de un plan de negocios profesional que te ayudará a crecer y prosperar. Aprenderás a:

- (i) Explicar claramente la oportunidad de Mercado
- (ii) Determinar cuáles son los valores “core” de tu producto o servicio
- (iii) Como desarrollar una estrategia e implementar un plan de marketing
- (iv) Como escribir un análisis de la industria detallada
- (v) Análisis de la competencia
- (vi) Fortalezas y debilidades
- (vii) Resumen financiero del proyecto
- (viii) Y mucho mas!!

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