



Bankable Business Plans

Edward G. Rogoff, Jeff Bezos (Foreword)

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The secrets behind creating compelling and successful business plans sure to attract financial backers are revealed step-by-step in this invaluable guide. Containing detailed information on Risk Management Association (RMA) data and clear explanations of the guidelines that banks, venture capital firms, and the Small Business Administration (SBA) use to grant loans and other financial support to businesses, the resource equips potential business owners with a wealth of knowledge on lending procedures. Hundreds of useful ideas for developing, operating, marketing, and building a profitable business are included as are copious examples and resources for further study. By demonstrating how to make each business plan uniquely suited to a particular endeavor—such as home-based businesses, sole proprietorships, and franchise operations—this comprehensive handbook ensures that anyone can embark on a new business venture with confidence.

Bankable Business Plans Details

Date : Published September 28th 2007 by Rowhouse Publishing (first published September 1st 2003)

ISBN : 9780979152207

Author : Edward G. Rogoff , Jeff Bezos (Foreword)

Format : Paperback 275 pages

Genre : Business, Entrepreneurship, Buisness, Nonfiction, Management

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From Reader Review Bankable Business Plans for online ebook

Elizabeth says

hardcover; stickers and stamps; slight tear in one corner of dust jacket

Matthew Bradley says

This book is right for a few, but very wrong for others.

This book focuses heavily on plans that are to be read by others and it is very much focused on creating business plans that are designed for raising capital. Indeed the author actively argues against the position that bootstrapping can be a viable way to create a serious business!

This book was written a year or so after the dot-com bubble burst and as a consequence the author takes the position that online businesses are doomed to fail. Of course, the following decade proved him wrong.

There are glaring errors and sweeping generalizations made in this book, such as speculating that everybody likes cheap products, and that low pricing is generally a good idea, while ignoring the fact a low price can often be detrimental as it attracts poor quality customers, thins margins, etc. Such problems are only mentioned later in the book.

This book shouldn't be used as the primary basis to develop a business plan, or a business for that matter. It should be read along side better books, particularly books that teach strong branding and marketing practices. I do, however, think it should be read to broaden perspectives by most.

This book is, as of 2013, showing its age, being published more than a decade prior. It advises archaic things such as business libraries and examining microfiche, and discourages use of the internet for research!

Having said all that, there are many chunks of wisdom that can be gleaned from this book. Of course, there are many fundamental aspects of business that remain static, and the concepts that have stood the test of time are presented quite clearly.

Marvin Musfiq says

Five star. No doubt !!!

A must read for entrepreneurs, who are seeking for funds.

Tadas Talaikis says

Here's the shortest business plan ever from real life, not books alike: first have a customer. If you can run some free tests when searching for them it's even better, because expenses have tendency to be greatly

underestimated and with lack of information - everything can be overpaid. If you can't find your customer it means your idea is an illusion and move forward. Meaning, most of people try to create plans first and then think where are the customers. Better start from real ground.

Jeremy says

So far, this book is very resourceful in developing a solid business plan. I am using this book to develop my business plan for Crux Data Solutions, LLC.

Danien says

Dry discussion of the structure of a plan and the planning process. Wasn't really good at explaining how to actually think about the business model, marketing, how to get real numbers, etc. Art of the Start is a much better book.

Robin Canaday says

This book provides a good outline for writing a business plan. Nice and straightforward.

Tampines House says

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