## Business planning models

The business plan



## **SWOT** analysis

Financial statements and forecasts



Start up costs

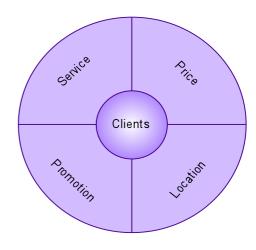
Cashflow

Profit Break -even

Marketing plan

Marketing mix





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