



# Small Business: An Entrepreneur's Business Plan

By Gail Hiduke, J. D. Ryan

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#### Review

1. Your Great Adventure. 2. Spotting Trends and Opportunities. 3. Opportunity Selection. 4. Profiling Your Target Customer. 5. Reading and Beating the Competition. 6. Location and Distribution. 7. Marketing Promotions Overview. 8. Start-Up Concerns and Financial Projections. 9. Shaking the Money Tree. 10. Legal Concerns. 11. Build, Maintain, and Thrive with a Winning Team. 13. Buying a Business. 14. Investigating Franchising. 15. Pull Your Plan Together. Appendix A: Fast-Start Business Plan. Appendix B: Annie's Business Plan Proposal. Appendix : Forms, Forms, Forms. Index.

#### About the Author

Gail Hiduke, a professor at Saddleback College, has taught for more than 20 years at a variety of two-year and four-year institutions. Professor Hiduke earned her MBA and BS, both with a minor in marketing, from Purdue University. Well recognized for her experience in corporate and government consulting, marketing, and training, Professor Hiduke brings an abundance of personal entrepreneurial experience to her teaching and writings, including this insightful text.

Joseph Ryan, Professor Emeritus at Irvine Valley College, has more than 20 years of corporate experience in marketing with large organizations. He has taught real estate, business, and small business management for more than 25 years. Today he remains active in the field as a recognized real estate investor and successful entrepreneur, bringing this wealth of experience to the latest edition of this practical, powerful text.

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