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Abstracts

There are basically two main objectives of a business plan. Firstly business plan is used for efficient working of a business; a business plan provides a clear vision to the business and this help the company in achieving its objectives in an effective manner. Second main objective of a business plan is that it provides a roadmap to the enterprise; no one can deny the importance of a clear roadmap for achieving the desired organizational objectives. Cont... (1100 words of this report)

Contents

Purpose of business plan
Clear Direction
Vision
Funds generation
Team Attraction
Elements of a business plan
Conclusion
Dynamics of the toy industry
Impact on business
No clear future vision
Lack of growth and secure funding
No clear course of action
No strategic Direction
Poor customer relationship management
Conclusion
References

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