



# Library Newsletter

Nº 2, March 2002

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### **Welcome: the second issue**

In our second issue, we would like to help you find resources on business planning.

We take a look at some useful international web resources that are worth consulting before writing a business plan, and also at some of the books available at the library that we especially recommend that deal with the subject.

Don't forget to send us your suggestions!

### **Top picks in... business plans**

A business plan is any plan that permits businesses to look ahead, allocate resources, focus on key points, and prepare for problems and opportunities.

*"The preparation of a written business plan is not the end-result of the planning process. The realization of that plan is the ultimate goal. However, the writing of the plan is an important intermediate stage. For an established business it demonstrates that careful consideration has been given to the business's development, and for a start-up it shows that the entrepreneur has done his or her homework."*

White Paper - Writing a Business Plan. Why Plan? [on line]. (February 28, 2002).

Web page, URL <<http://www.planware.org/bizplan.htm>>. [Consulting March 1, 2002]

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### **Resources on the Net ...**

#### **General Planning Information**

BRS. Center of Business Planning

This page offers information to help managers and business owners define, create and write thorough, professional- looking business plans that will act as a guide for employees and an influential document for acquiring venture capital.

<http://www.businessplans.org/plan.asp>

### **Business Resources Interactive Tools - Creating an Effective Business Plan**

American Express

It contains a workshop that will help you to create a business plan to guide your business in seven key elements, through the start-up or growth phase, a search for capital, or any other endeavor your small business undertakes. A description is included for every element plus instructions for creation, for many, tips for avoiding common pitfalls and "Toolboxes" full of samples, worksheets, and glossaries that will clarify and walk you through the process.

[http://home3.americanexpress.com/smallbusiness/tool/biz\\_plan/index.asp](http://home3.americanexpress.com/smallbusiness/tool/biz_plan/index.asp)

### **PriceWaterhouseCoopers**

Developing the Business Plan for Your Rapidly Growing Company

Guidelines for writing a business plan: Business Plan Basics, Executive Summary, The Company, Products (Services), Industry Analysis, Market Analysis, Marketing Strategy, Management, Implementation Plan, Financing, Financial Information, Industry-Specific Data, Supplemental Material. Example included.

<http://www.pwcglobal.com/extweb/industry.nsf/docid/BB534FA000C9016785256AC6005C42E>

### **Bplan.com: the planning people**

More than 60 free sample plans.

<http://www.bplans.com/sp/index.cfm?a=bc#>

### **The Business Plan - road Map to Success**

Business Plan Outline

U.S. Small Business Administration

Practical webpage contains a tutorial and self-paced activity to create business plans. Includes links to outside business plan resources. It contains English and Spanish editions.

<http://www.sba.gov/starting/indexbusplans.html>

### **El Plan de empresa**

Six basic issues to have into account when you need to write a business plan.

In Spanish.

[http://www.cea.es/uej/plan\\_emp.htm#5](http://www.cea.es/uej/plan_emp.htm#5)

### **El Plan de negocio**

Fomento de Emprendedores

Guideless with the essential information to write a business plan.

In Spanish.

<http://www.bme.es/emprendedores/menu3.html>

### **Guía para la creación de empresas**

Agencia de Desarrollo Económico de Castilla y León

Explanation of the necessary steps to follow to create a small business in Spain.

In Spanish.

<http://www.jcyl.es/jcyl/cict/ade/info/publica/gce/indice.html>

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### **...and other references in the IESE Library**

10.51-DET

**DeThomas, Art.**

**Writing a Convincing Business Plan**

2nd ed.

Hauppauge, N.Y.: Barron's Educational Series, c2001

262 p.

Creating a financing proposal, describing the business's operations and goals, forecasting markets and sales, creating marketing and operating plans, obtaining financing from primary and secondary sources, and much more. This new edition also features a list of names and addresses of business and library resources, as well as web site addresses that are especially useful to small business owners. Titles in Barron's Business Library series are currently being revised and updated. They are written especially for men and women starting a company or managing a small-to-medium-size business.

Focusing on the needs of active business owners, managers, and organizers, the authors demonstrate that the best way to increase chances of business success is by starting with a blueprint--a carefully researched business plan. This book offers a step-by-step detailed description on exactly how to draw up such a plan for presentation to potential partners, investors and backers.

10.51-ABR

**Abrams, Rhonda**

**The Successful Business Plan: Secrets & Strategies**

3rd ed.

Palo Alto, Cal.: Running 'R' Media, c2000.

409 p.

This completely updated third edition of Rhonda Abrams' best-seller is a complete, step-by-step guide to researching and writing a knock-out business plan. Required reading at America's top business schools, it's been called "the entrepreneur's bible," having helped thousands of successful business people get the funding they need to launch their businesses. With a foreword by renowned venture capitalist Eugene Kleiner, the successful business plan is packed with insider tips on writing and formatting a business plan that will stand out from the crowd. This critical tool for long-term success explains the necessary steps for creating a business plan and walks the reader through each step with 72 worksheets for budgeting, marketing, operations, and forecasting.

10.51-EGL

**Eglash, Joanne.**

**How to write a .com business plan: the Internet entrepreneur's guide to everything you need to know about business plans and financing options**

New York: McGraw-Hill, c2001.

191 p.

Online business is booming, and you're ready for a piece of the e-biz pie. Maybe you've developed a brilliant idea for a ".com" business that is sure to reap big bucks, or perhaps you run an established small business, and plan to take your concept online. How can you convince an investment "angel" to fund your dreams of expansion? What you need is a business plan--your path to success, the best way to win investment dollars from venture capitalists or from individual investors. This guide tells you how to do just that, detailing not just the steps but offering advice from successful entrepreneurs, leading venture capital executives, and noted e-biz experts. In addition, the second-half of the book comprises a "Dotcom" directory. A unique how-to guide for creating a dot-com business plan. Shows how to secure financing, impress potential investors, and lure top employees. Also gives information on how to plan for the future, plot a blueprint for implementing a business plan, and more.

10.51-PIN

**Pinson, Linda; Jinnett, Jerry.**

**Anatomía de un plan de negocio: una guía gradual para comenzar inteligentemente, levantar el negocio y asegurar el futuro de su compañía**

3a ed.

Tustin, CA: Out of Your Mind and Into the Marketplace, c1997

252 p.

A Spanish translation of the bestselling Anatomy of a Business Plan, this book will help non-English-speaking Hispanic and bilingual Hispanic business owners. Packed with resources, sample forms, worksheets, examples, and two fully-developed actual plans, this book will help Spanish-reading entrepreneurs create an effective, results-oriented plan quickly and easily.

10.51-PLA

**Ollé, Montserrat; Planellas, Marcel**

**El plan de empresa : cómo planificar la creación de una empresa**

Barcelona : Marcombo, 1997

166 p.

This book helps entrepreneurs who want to plan the creation of new businesses. It can also be useful for young firms that want to improve their initial planning, or for those companies that want to grow through the creation of new businesses. The authors offer a guided tour through several functional areas in the firm (marketing, operations, human resources, finance, etc.) that will help readers to acquire a global vision of the start-up process.

## **New database: Forrester Research Academic Network**

### **What does it contain?**

Contains in-depth market research reports with a focus on emerging technology produced by Forrester.

Forrester offers WholeView Research: an unified guidance on customer trends, business strategy, and technology investments. Incorporating Forrester's Technographics®, TechStrategy™, and TechRankings™ research, reveals the impact of technology change on business.

- **TechRankings™** uses lab-tested evaluations to deliver analysis and online customization tools for selecting and implementing technology products.
- **TechStrategy™** provides qualitative industry and technology research that analyzes the impact of technology change and informs strategic decision-making.
- **Technographics®** is the most comprehensive quantitative research program available for determining how technology is considered, bought, and used by consumers and businesses.

As a registered user on Forrester's Web site, you will have access to the following research areas:

Automotive, Consumer Devices & Services, Consumer Packaged Goods, Content Management, Customer Relationship, Management, Enterprise Applications, Financial Services, Healthcare, Infrastructure, Integration & Web Services, Manufacturing & B2B, Marketing, Media & Entertainment, Networks & Security, Procurement & Sourcing, Retail, Services, Site Technology & Design, Supply Chain, Technology Leadership, Telecom and Travel.

### **What are the sources?**

Based on real-world insights from analysts who are in constant contact with business directors, IT experts, marketing specialists, and senior executives across various industries.

### **What is the coverage?**

Last 3 years.

### **What can it be useful for?**

It can be useful for understanding technology: its role in everyday business decisions, its effect

on global markets, and its continuous evolution.

**How to have access to Forrester Research?**

Access from computers on campus, from the Virtual Library Page/Databases/[List of Databases-Alphabetical](#) clicking on **FORRESTER**.

**Important Notice** about IESE access to Forrester Research:

IESE faculty, staff, MBA and doctoral students who wish to use Forrester Research must register for an individual account after agreeing to terms and conditions.

**Some recent acquisitions**

Unicornio: <http://unicornio.iese.edu/uhtbin/cgiisirsi/0/0/28/49/X>

*To access the recent acquisitions page simply accept by clicking on "Login".*

**Reader feedback is essential for making this newsletter a useful tool.  
We welcome suggestions for topics to be included in future newsletters!**

E-mail us: [\*\*biblioteca@iese.edu\*\*](mailto:biblioteca@iese.edu)

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