

Citation metadata

Author: William A. Sahlman
Date: July-August 1997
From: Harvard Business Review(Vol. 75, Issue 4)
Publisher: Harvard Business School Press
Document Type: Article
Length: 6,869 words

Main content

Abstract :

Business plans are undoubtedly one of the core aspects that determine the success of an organization. According to a Stanford University professor, an ideal business plan is that which properly assesses the people involved in the venture operation, various risks associated with the business and the schematic profile of the business itself. More importantly, the plan must consider the impact of interest rate, demographic factors, inflation and regulatory measures to the business. After the plan has been successfully laid out, managers must be able to ensure the simplicity and fairness of the deal.

[Access from your library](#)

This is a preview. Get the full text through your school or public library.

Source Citation

Source Citation

Sahlman, William A. "How to write a great business plan."*Harvard Business Review*, vol. 75, no. 4, 1997, p. 98+. Accessed 27 Nov. 2020.

Gale Document Number: GALE|A20025364

Explore

This is a preview. Get the full text through your school or public library.

[Access from your library](#)

Footer

- [About](#)
- [Contact Us](#)
- [Terms of Use](#)
- [Privacy Policy](#)
- [Accessibility](#)