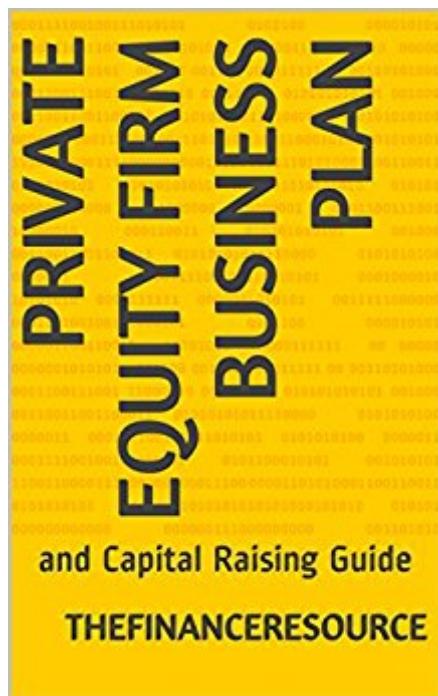


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# Private Equity Firm Business Plan: And Capital Raising Guide



## **Synopsis**

This is a complete business plan for a Private Equity Firm. Each of our plans follows a 7 chapter format:Chapter 1 - Executive Summary - This part of the business plan provides an introduction for the business, showcases how much money is sought for the company, and acts as a guideline for reading the rest of the business plan.Chapter 2 - Financing Summary - The second section of the business plan showcases how you intend to use the financing for your business, how much of the business is owned by the Owners, who sits on the board of directors, and how the business could be sold in the future.Chapter 3 - Products and Services - This section of the business plan showcases the products/services that you are selling coupled with other aspects of your business operations.Chapter 4 - Market Analysis - This is one of the most important sections of your business plan. Each of our plans includes complete industry research specific to the business, an economic analysis regarding the general economy, a customer profile, and a competitive analysis.Chapter 5 - Marketing Plan - Your marketing plan will showcase to potential investors or banks how you intend to properly attract customers to your business. We provide an in depth analysis of how you can use your marketing plan in order to drive sales.Chapter 6 - Personnel Summary - Here, we showcase the organizational structure of your business coupled with the headcount and salaries of your employees.Chapter 7 - Financial Plan - This is the most important part of your business plan. Here, we provide a three year profit and loss statement, cash flow analysis, balance sheet, sensitivity analysis, breakeven analysis, and business ratios.The book also contains a complete guide on how to raise capital from a number of different sources including conventional business loans, private investors, angel investors, private equity firms, and venture capital firms.

## **Book Information**

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