



Summary: Entrepreneurship.com - Tim Burns: How To Create a Winning Dot-Com Business Plan

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Complete summary of Tim Burns' book: "Entrepreneurship.com: How To Create a Winning Dot-Com Business Plan".

This summary of the ideas from Tim Burns' book "Entrepreneurship.com" shows that the days of preparing highly detailed, 100-page business plans are over. In the new economy, change is happening constantly. Therefore, a more flexible type of business plan is required which is concise, flexible enough to permit modifications to be made on the fly and focused on one key point – how profitability will be achieved. This is the essence of “The e-Plan”. In just 10 PowerPoint slides, an executive summary and as much narrative as required, the e-Plan conceptualizes the business strategy and model. It encapsulates what the business proposes to do. As circumstances change or new opportunities arise, e-Plans can be adapted quickly and simply. In this practical guide, Tim Burns offers the keys to make a winning e-Plan. The e-Plan is a new generation business plan, optimized for the demands of the Internet business era.

Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Entrepreneurship.com" and discover valuable insights and fresh ideas for engaging in e-business projects.

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