



Developing a Business Case: Making a Persuasive Argument out of Your Numbers (Bite-Sized Books Book 2)

Paul Davies

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To gain buy-in for your business plan you need a solid, straightforward business case - answering the question: why should someone invest time, money and resources in this business proposition? In 40 pages Paul Davies introduces you to all the relevant concepts, guides you past the difficulties, helps you avoid issues, and allows you to concentrate on making a persuasive argument with your numbers - the whole objective of a business case.

Don't build the best, most water-tight business case you can ever achieve - that can take forever, but create the business case that will support your business ambitions by developing a persuasive argument with your numbers - and then get back quickly to turning the business case projections into real figures.

The temptation in any business case is to overstate your revenues and underplay your costs - and then your business case will never have credibility. This danger - and others like it - must be avoided and this book will make sure that your approach is credible and persuasive and complete.

But it won't take a lifetime to develop!

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