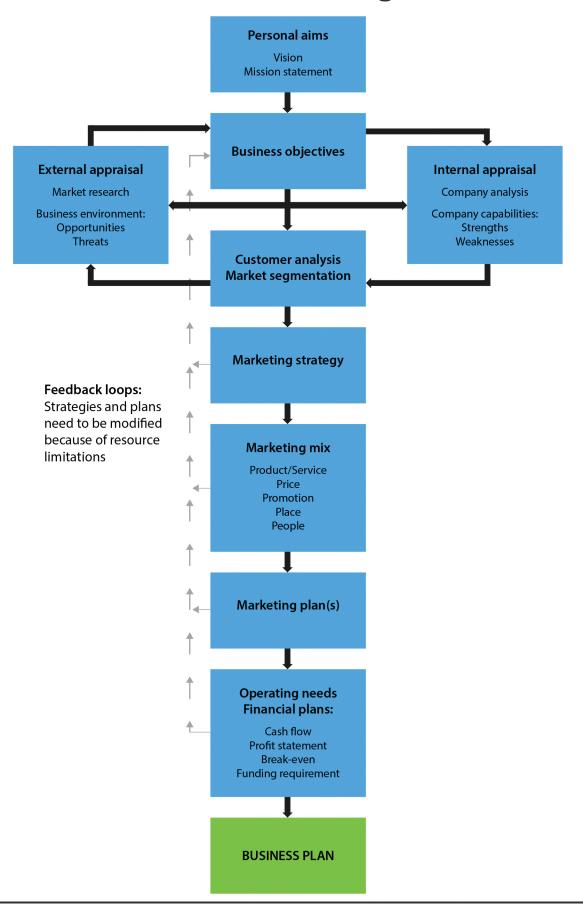
The **Business Planning Process**



Source: Burns, P. (2011). Entrepreneurship and Small Business: Start-up, Growth, and Maturity. New York: Palgrave Macmillan.