



Plan de Negocio (Libros profesionales) (Spanish Edition)

Enrique Zorita Lloreda

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¿Cómo saber en principio que una idea puede ser un negocio que prospere? Algunas claves son:

- Detectar a qué segmento de clientes es posible dirigirse dentro del universo de consumidores, analizando qué necesidades cubre o qué satisfacciones potenciales podrá aportar a los futuros usuarios.
- Cubrir un nicho de mercado sin explotar o no suficientemente cubierto.
- Concebirla dentro de un sector conocido.
- Analizar la competencia y el mercado. La competencia es el verdadero campo de batalla, hay que comprobar que tendremos alguna ventaja competitiva frente a ellos.

Esta obra le ilustrará sobre cómo se estructura un Plan de Negocio, sus objetivos y fases, con un claro enfoque para que sirva de base a los emprendedores que toman la decisión de poner en marcha su iniciativa emprendedora. El proceso de planificación que se presenta no garantiza el éxito de la futura empresa, pero elimina la incertidumbre, ya que se desarrollan y planifican cada una de las áreas que determinan la actividad empresarial, analizando la viabilidad de la misma. Un plan de Negocio es lo primero que piden bancos, inversores o instituciones cuando un emprendedor acude en busca de financiación.

No hay que perder de vista que un Plan de Empresa no se utiliza solo para una nueva iniciativa, también es un documento de trabajo para empresas ya existentes a la hora de reenfocar sus estrategias frente al mercado.

La aplicación de lo expuesto en el libro se materializa mediante la presentación de un plan de empresa real que proporciona información clara y concisa sobre todos los aspectos del negocio propuesto. Se incluyen cuestiones prácticas referentes a su creación, funcionamiento y dirección, análisis de los costes, ventas, rentabilidad y perspectivas de expansión, etc.

Finalmente presenta una valoración del proyecto donde se analizan los principales puntos de viabilidad.

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