



The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan (3rd Edition)

John Mullins

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More than ever, before you invest your time, talent, or capital in a new business, you'd better make sure the fundamentals are rock-solid. This book shows you how. Leading entrepreneur and consultant John Mullins presents a systematic, up-to-the-minute framework for evaluating any business opportunity, in any industry. Mullins's start-to-finish "seven domains" model brings together scrupulous evaluations of markets, industries, and entrepreneurial teams. Thoroughly updated for today's brutally tough market conditions, it will help you get realistic answers to questions like: *Are the market and industry attractive? If not, are there other factors that compensate? Does the opportunity offer compelling customer benefits? Does it offer distinct advantages compared with other existing solutions? Can the management team deliver the results they promise? Does the business have the connections it needs to achieve success? What traps must this business avoid, and what challenges must it overcome to execute on its plan?* This edition contains many new and updated case studies, a revamped and simplified Industry Analysis Checklist, and many other improvements, including a brand-new companion web site.

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