



# **Start at the End: How Companies Can Grow Bigger and Faster by Reversing Their Business Plan**

*David Lavinsky*

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## **Start at the End: How Companies Can Grow Bigger and Faster by Reversing Their Business Plan**

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### **Re-focus your business plan and achieve the success your business deserves**

Business owners, and their teams, often lose their way in the midst of the day-to-day stress of generating sales and profits. Whether your goal is selling millions of your product, expanding operations to a new location, or generating more profits, *Start at the End* offers a unique approach and action steps for business owners and entrepreneurs to redevelop your business plan and achieve ultimate success. You'll learn how to re-create your long-term vision and then make continuous progress in achieving that vision while continuing to hit your short-term goals. *Start at the End* offers inspiring stories of other entrepreneurs who have achieved significant success in this area, as well as easy-to-follow exercises and next steps.

- Shows how to develop a realistic business and financial model based on market data
- Explains how to identify and pursue new opportunities, raise capital, and build growth strategies

*Start at the End* gives business owners a chance to take a step back, re-evaluate your business, and redesign your business plan to achieve the success you dreamed of when you first launched your company.

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