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## ***2.0 Executive Summary***

### **2.1 The Purpose of the Plan**

This document outlines a proposed microcomputer consulting service and will help in identifying requirements for starting and operating the business outlined here. In order to do this, the report will review the market or markets that might exist, determine what competition exists in those markets and identify the skills and equipment needed. Financial performance is projected and funding requirements are considered.

The information contained in this report will serve two main purposes: to determine the viability of the proposed business and to measure its ongoing operations.

### **2.2 The Company**

#### **Market Needs to be Met**

Accounting Management Systems (AMS) will provide consulting services to small and medium sized businesses to assist in selecting and implementing available microcomputer accounting systems.

Many smaller and medium-sized businesses today need to implement or upgrade their accounting and business reporting systems. These businesses seldom have the necessary skills available to meet these needs in a successful or timely fashion. They simply want a solution that will meet their needs, works when it is supposed to, and is cost effective to implement.

#### **Competitive Advantages**

Accounting Management Systems will offer four and a half years of experience in the selecting and implementation of off-the-shelf micro-computer accounting programs. Other specific advantages include:

- Experience with proven microcomputer equipment and software.
- An existing network of contacts among resellers and other consultants.
- Formal training and practical experience in business management and operations.
- Polished communications skills.
- Low overhead costs.

#### **Competitive Weaknesses**

# Accounting Consulting Business Plan

**Robert R. Redfield**



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## **Table of Contents Accounting Consulting Business Plan**

1. Understanding the eBook Accounting Consulting Business Plan
  - The Rise of Digital Reading Accounting Consulting Business Plan
  - Advantages of eBooks Over Traditional Books
2. Identifying Accounting Consulting Business Plan
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Accounting Consulting Business Plan
  - User-Friendly Interface
4. Exploring eBook Recommendations from Accounting Consulting Business Plan
  - Personalized Recommendations
  - Accounting Consulting Business Plan User Reviews and Ratings
  - Accounting Consulting Business Plan and Bestseller Lists
5. Accessing Accounting Consulting Business Plan Free and Paid eBooks
  - Accounting Consulting Business Plan Public Domain eBooks
  - Accounting Consulting Business Plan eBook Subscription Services
  - Accounting Consulting Business Plan Budget-Friendly Options
6. Navigating Accounting Consulting Business Plan eBook Formats

- ePub, PDF, MOBI, and More
  - Accounting Consulting Business Plan Compatibility with Devices
  - Accounting Consulting Business Plan Enhanced eBook Features
7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Accounting Consulting Business Plan
    - Highlighting and Note-Taking Accounting Consulting Business Plan
    - Interactive Elements Accounting Consulting Business Plan
  8. Staying Engaged with Accounting Consulting Business Plan
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Accounting Consulting Business Plan
  9. Balancing eBooks and Physical Books Accounting Consulting Business Plan
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Accounting Consulting Business Plan
  10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
  11. Cultivating a Reading Routine Accounting Consulting Business Plan
    - Setting Reading Goals Accounting Consulting Business Plan
    - Carving Out Dedicated Reading Time
  12. Sourcing Reliable Information of Accounting Consulting Business Plan
    - Fact-Checking eBook Content of Accounting Consulting Business Plan
    - Distinguishing Credible Sources
  13. Promoting Lifelong Learning
    - Utilizing eBooks for Skill Development
    - Exploring Educational eBooks
  14. Embracing eBook Trends
    - Integration of Multimedia Elements
    - Interactive and Gamified eBooks

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