



# Exame de Proficiência em Inglês

Fucape

MATERIAL DE AULA

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**MESTRADO EM ADMINISTRAÇÃO**  
**EXAME DE PROFICIÊNCIA EM INGLÊS – 18/02/2017 Vitória**

Instruções:

- **Não** coloque o seu nome na folha de resposta; coloque apenas o número de identificação;
- Traduzir o texto abaixo para o bom português;
- Na tradução do texto é vedada utilização de qualquer palavra na língua inglesa, isso implicará reprovação no exame.

GITMAN, Larry J.; McDANIEL, Carl. Entrepreneurship: starting and managing your own Business. In: \_\_\_\_\_. **The Future of business: millennium edition**. Mason - Ohio: Thomson, 2000, part. 2, cap. 6, p. 181.

**Developing the Business Plan**

Once you have the basic concept for a product, you must develop a plan to create the business. The planning process is one of the most important steps in starting a business and helps minimize the risks involved. A good business plan can be a critical determinant of whether a firm succeeds or fails. Debbie Gallagher, head of the Center for Entrepreneurship at New York's Nassau Community College, points out that two-thirds of all businesses fail in the first five years. "Why are these businesses failing? They haven't educated themselves as to what it takes to run a business," she says.<sup>23</sup>

One of the best ways to get that education is by preparing a formal, written **business plan** that describes in detail the idea for the new business and how it will be carried out. A well-prepared, comprehensive business plan helps business owners take an objective and critical look at their business venture and set goals that will help them manage the business and monitor its growth and performance.

Key features of a business plan are a general description of the company, the qualifications of the owner(s), a description of the product or service, an analysis of the market (demand, customers, competition), and a financial plan. It should focus on the uniqueness of the business and explain why customers will be attracted to it. Exhibit 6.4 is a brief outline of what a business plan should include.

Writing a good business plan may take many months. Many businesspeople, in their eagerness to begin doing business, neglect planning. They immediately get caught up in day-to-day operations and have little time for planning.

## Developing the Business Plan

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## Anote abaixo sua Tradução

### Developing the Business Plan

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