



Die Finanzplanung im Business Plan (German Edition)

Bernhard Wipfler

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Bachelorarbeit aus dem Jahr 2011 im Fachbereich BWL - Investition und Finanzierung, Note: sehr gut, FH Krems (Unternehmensführung), Sprache: Deutsch, Abstract: Im Finanzteil des Businessplans erfolgt die zahlenmäßige Umsetzung einer Geschäftsidee. Mangelnde Zahlungsfähigkeit gilt als der Grund für die meisten Insolvenzen.

Die vorliegende hermeneutische Arbeit behandelt die Darstellung der Liquiditätssituation im Rahmen der Finanzplanung eines Businessplans. Aus diesem Grunde werden die allgemeinen Aufgaben und Ziele eines Businessplans sowie der Finanzplanung beleuchtet. Weiters werden die empfohlenen Inhalte in Bezug auf die Liquiditätsplanung laut Literaturmeinung ebenso beschrieben, wie der Ablauf der Liquiditätsplanung und –darstellung. Mögliche Prognoseverfahren und Kennzahlen der Liquidität sind weitere Inhalte dieser Arbeit. Die Arbeit zeigt, dass das Thema der Liquiditätsdarstellung im Businessplan in der Literatur nur bedingt beschrieben wird und eine detaillierte Darstellungsform wünschenswert sowie zielführend ist.

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