

ELABORAREA ȘI IMPLEMENTAREA PLANULUI DE AFACERI

DEVELOPMENT AND IMPLEMENTATION OF BUSINESS PLAN

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Abstract: Diagnosis is the method used in management, on the basis of establishing a multidisciplinary team formed of managers and performers, whose main content consists in identifying the strengths and weaknesses of the analyzed field, by highlighting the causes that generate them, completed by corrective or developmental recommendations.

Keywords: business plan, diagnosis analysis, market, organization /firm, feasibility plan