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(57) Abstract :

The long-term existence and profitability of a corporation are factors in its viability. Having a strong marketing plan and keeping a tight watch on your finances are essential to building a successful business. Solvency and liquidity are not the same as viability. Having sufficient assets to meet your liabilities is known as solvency. A solid business plan helps you at every step of beginning and running your company. Your business plan will serve as a guide for how to set up, manage, and expand your new company. A well-thought-out business plan assists you in taking a step back and considering your company's essential components objectively. It also guides your decision-making as you proceed. Whether you require a company loan or not, it is vital.

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