

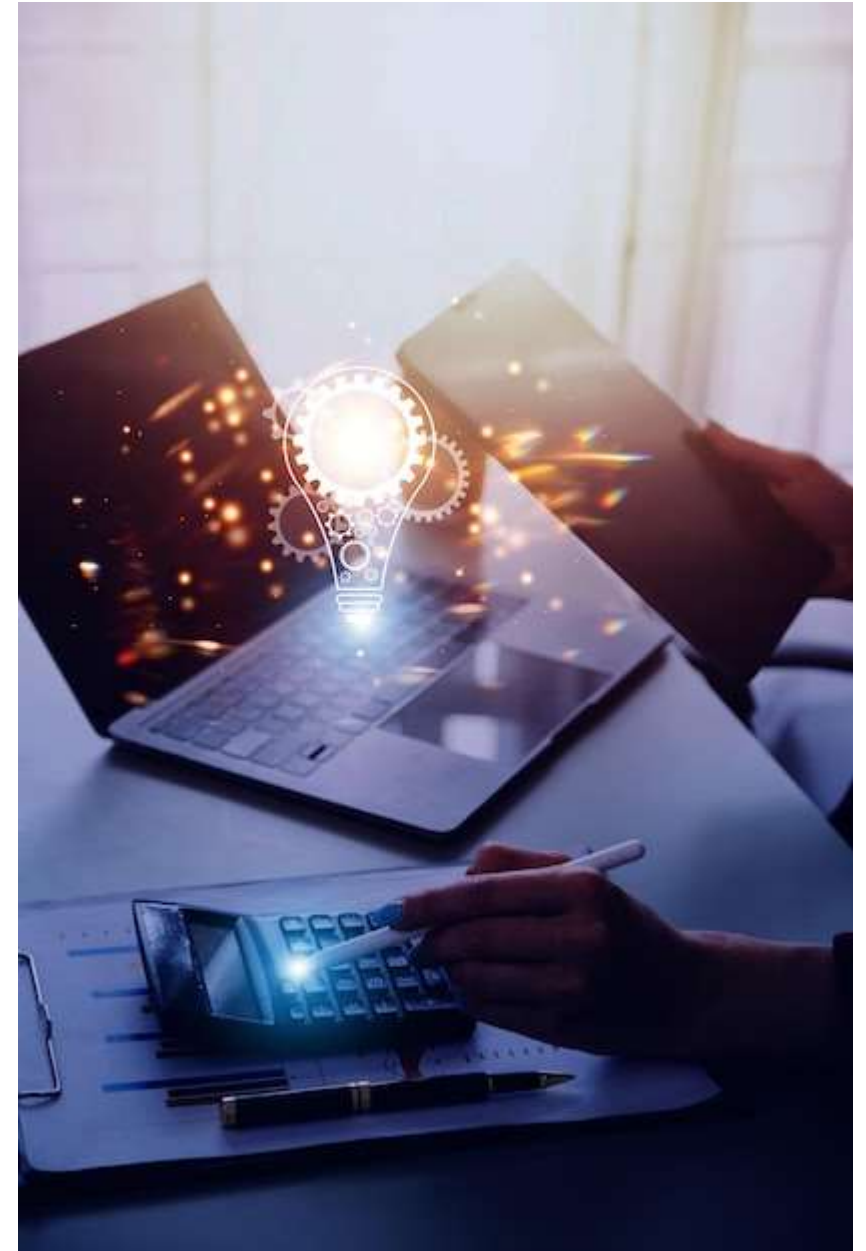
MODERN INFORMATION AND ANALYTICAL SUPPORT FOR BUSINESS DECISIONS IN SMALL AND MEDIUM-SIZED ENTERPRISES: ANALYSIS OF PROGRAMMES FOR BUSINESS PLANS CREATING

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Comparative analysis of special programmes and online services for business plans creating

Main criteria for comparison	LivePlan	Enloop	Bizplan	StratPad	PlanGuru	Upmetrics
Demoverision	Offers a 60-day free trial with access to all features	Offers a free version with limited features	Offers a 14-day free trial with access to all features	Offers a 7-day free trial with access to all features	Offers a free trial with access to all features	Offers a 14-day free trial with access to all features
Price	Starts at \$20/month (billed annually) for one user	Starts at \$19.95/month for one user	Starts at \$29/month for one user	Starts at \$15/month for one user	Starts at \$99/month for one user	Starts at \$9/month for one user
Shared access	Allows up to five users per account with different levels of access	Allows multiple users with different levels of access				
Market analysis	Provides market research and industry benchmarks	Offers market analysis tools	Offers market research and industry insights	Offers market research and industry benchmarks		
Types of activity	Suitable for various industries and types of businesses	Suitable for small to medium-sized businesses	Suitable for startups and entrepreneurs	Suitable for various industries and types of businesses		
Modification and recalculation of the financial model	Allows for easy modification and recalculation of financial projections					
Uploading the financial model to Excel	Allows for exporting financial projections to Excel					
Sales funnel	Offers sales forecasting tools					
Advertising and promotion plan	Offers marketing plan templates and tools					
Unit-economy calculation	Offers unit-economy calculations					
Visualisation	Offers visualizations of financial projections and data					
Possibility of filling with text blocks	Offers customizable text blocks					
Use of standard wording	Offers standard business plan sections and prompts					
Format of the final document	Offers customizable formatting options for the final business plan					

Advantages and disadvantages of canalized special programmes and online services for business plans creating

Special programmes and online services for business plans creating	Advantages	Disadvantages
LivePlan	Offers a user-friendly interface and a step-by-step guide to creating a business plan. Provides helpful financial forecasting tools and templates. Offers an option for live collaboration with team members	More expensive than some other options. Limited customization options for the final business plan. Limited features for market analysis
Enloop	Offers a user-friendly interface and a step-by-step guide to creating a business plan. Provides helpful financial forecasting tools and market research. Affordable pricing options. Offers a feature for automatically generating text for various sections of the plan based on the user's data	Limited customization options for the final business plan. Limited features for market analysis. Limited collaboration features compared to some other options
Bizplan	Offers a comprehensive set of tools for creating a business plan, including financial forecasting, market analysis, and team collaboration. Provides customizable templates for different types of businesses. Affordable pricing options	Limited customization options for the final business plan. May be overwhelming for users who are new to business planning
StratPad	Offers a user-friendly interface and a step-by-step guide to creating a business plan. Provides helpful financial forecasting tools and market research. Offers an option for live collaboration with team members. Affordable pricing options	Limited customization options for the final business plan. Limited features for market analysis
PlanGuru	Offers a comprehensive set of tools for financial forecasting and analysis. Provides customizable templates for different types of businesses. Offers a powerful Excel integration for advanced users	More expensive than some other options. Limited customization options for the final business plan. Limited features for market analysis
Upmetrics	Offers a user-friendly interface and a step-by-step guide to creating a business plan. Provides helpful financial forecasting tools and market research. Affordable pricing options. Offers an option for live collaboration with team members	Limited customization options for the final business plan. Limited features for market analysis

CONCLUSION

Modern information and analytical support programs for business plans are essential *tools for SMEs that want to make informed and strategic decisions*. By using these tools, SMEs can increase their competitiveness, profitability, and sustainability in a rapidly changing business environment. Therefore, it is recommended that SMEs consider using these programs to improve their decision-making processes and increase their chances of success.

Thank you for your attention!