

**KEY ELEMENTS OF THE ECONOMICS GROWTH OF
THE COMPANIES IN THE GLOBALISATION:
FINANCIAL INSTRUMENTS OF THE BUSINESS PLAN
IN INTERNATIONAL PERSPECTIVE**

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The paper appeared in the latest international business literature analysis presented plans to circumscribed regionally. It details two important topics as the title indicates this. The presentation of the parts of the business plan and the financial one, and all these his appearance in the sampling analyses. Since the sampling procedure in this regard has so far not taken place, the paper serves as their foundation. The exploration of the centre of gravity question of the paper is defining the key elements of the successful business plan, his mapping from the international literature. The most important ones are the financial areas from among the components. These give the soul of the business plans. The most important characteristics of successful business plans are the consistent concentration of the components of financial planning. The paper is divided into three parts. In the first part of the basic fundamentals are presented. Like this the sources of which use was made, and presents the detailing of fundamental concepts. Furthermore, the second part displays the comparative analysis of the different literature statements. The third and final section presents the conclusions, a compass pointing to future research.

Introduction

This raises the question of whether the business planning, and business plans can influence the economic growth in the globalization. Are the business plans the engine of economic growth? The answer is complex and not easy, as a set of questions that we need answers to. First, we look at the theoretical foundations.

Theoretical background

The article deals with all known of the Hungarian and international literature of business plan, no processing of the topic exist in my this chosen approach. The emphasis is on the importance of the thesis aims to illustrate the methods, procedures, conclusions, that the business plan in connection with the factors in a successful business launch, but the negative direction of the leading factors are not recommended for use.

The author analyzed the success in financial business planning are closely linked, in direct proportion to each other. Theoretical basis for study, research and screening criteria, the definition of narrow of business plans and planning means, and the definition of wider means the international business plans and planning literature.

The following is a summary table of test results of the theory is confirmed by the findings of the literature. The survey is not representative of the companies studied were chosen based on the best availability. In my examination of the companies to which they are basically just focused on the domestic market, and did not want to step out of the global market, are set out in the theoretical literature contained incomplete items and operating mechanisms of these business plans did not appear. However, whether a company is only in the national environment and narrower focus, does not mean that it is not working the business organization [1].

The research results that sampling procedures were basically confirmed the theoretical ideas in general. In this case, almost without exception, studies of business planning including financial highlighted the importance of the parts. Thus, each studied in Central and Eastern European countries, the fast-growing Slovenian companies (which are of global economic activity is also planning to engage in market) is a key business plan and within the financial parts of elaboration. Western companies operating in the main European countries screening criteria provided similar results. In most cases, using a business plan and financial factors are equally important parts. Eastern European countries in the published literature background showed that no statistically significant difference between the Western European companies in business planning. Overall, the United States concluded that the summary and the financial support (funding), the two most important phase of the business plan. This is basically the isomorphism and the peripheral regions due to cultural endowments. As my study is supported by the theoretical literature and emphasizes the companies that operate in the global international economic space, more and more activities will be organized to realize. Eo ipso the test results prove it, because the global market, leaving companies to fully use the literary elements and excellently implemented business plans as well. The coercive institutional pressures, the effects of normative and mimetic effects. All of this opinion, the conditions conducive to planning and to enhance corporate performance, profitability and growth [2]. It would be worthwhile to research, analysis, carried out a study on a representative sample of Hungarian companies that filter, or going into detailed assessment of the financial parts of the national literature which is to be completed as shown.

Test criteria	Slovenia	Hungary	United Kingdom	Finland	Sweden	Netherlands	Denmark	Germany	Africa	United States	Australia	China
The percentage of the number of elements of a business plan of Willer statement	60%	100%	100%	100%	100%	100%	100%	100%	60%	100%	100%	100%
Willer's part of the business plan financial statement percentage of the number of elements	60%	90%	100%	100%	100%	100%	100%	100%	60%	100%	100%	40%
Willer's percent occurrence percent statement analysis system	60%	100%	C	C	C	C	C	C	I	C	C	100%
Part of the business plan and financial elements of the relationship	I	C	C	C	C	C	C	C	I	C	C	I
The relationship between business plan components to each other	I	C	C	C	C	C	C	C	I	C	C	I
Willer's business plan of the mechanism of enforcement	I	C	C	C	C	C	C	C	I	C	C	I
Gansel's financial support mechanism for enforcement of	I	C	C	C	C	C	C	C	I	C	C	I
Brown-Gutterman's enforce international business plan	N	C	C	C	C	C	C	C	N	C	C	N

First Figure. Self-made tables. The symbols mean: C= adequate; Incomplete = H, N = not relevant

The sampling procedures, the methodology is, ipso facto, it was found that essentially all of the U.S. approach was based on the studies. It might be worth a 500-sample analysis is performed using the method in the U.S. These results are further developed in a way that the depth of my paper presented in the first half base

fundamentals serve as a screening factor for further research. Furthermore, the sensitivity and risk analysis should also be connected to these tests. It should examine the business plans and financial parts of the relationship between risk and how it affects the result. Is the corporate profit growth, a higher propensity for risk associated financial planning and how it appears. The risk appetite of the business location and how experience design is used influences the financial part of the development of business plans. On the basis, not only letter in the empirical questions and answers or in-depth interviews would be, but the specific business plans for financial companies, with part of the whole objectivity [3]. Such data may be utilized not only versatile in the industry for a global or national economy, but a state, the nation's economy is also useful to help to guide economic development in any direction.

Practical case performance

The following analysis of the business plan presents business plan of the Halbleitertechnik Freudenberg AG in Germany. Business plans for the analysis of the criteria in accordance with the business plan elements, the elements are fully contained Willer of the business plan.

Willer structure elements are occurrence of 100% in the elements of the financial part of the business plan. Considering the relationship of business plan elements to one another, according to Willer and the use of international and national literature on interfaces.

Elements of the business plan and the financial part of the relationship between terms, Willer applies the international and national literature on interfaces. Willer percentage occurrence of a system element in terms of 100% of the elements occurs. Considering Willer's business plan mechanism of enforcement, according to Willer and use of international and national literature on interfaces. Gansel financial part of the mechanism of realization of terms, applies the Gansel mechanism as well as domestic and international literature on interfaces.

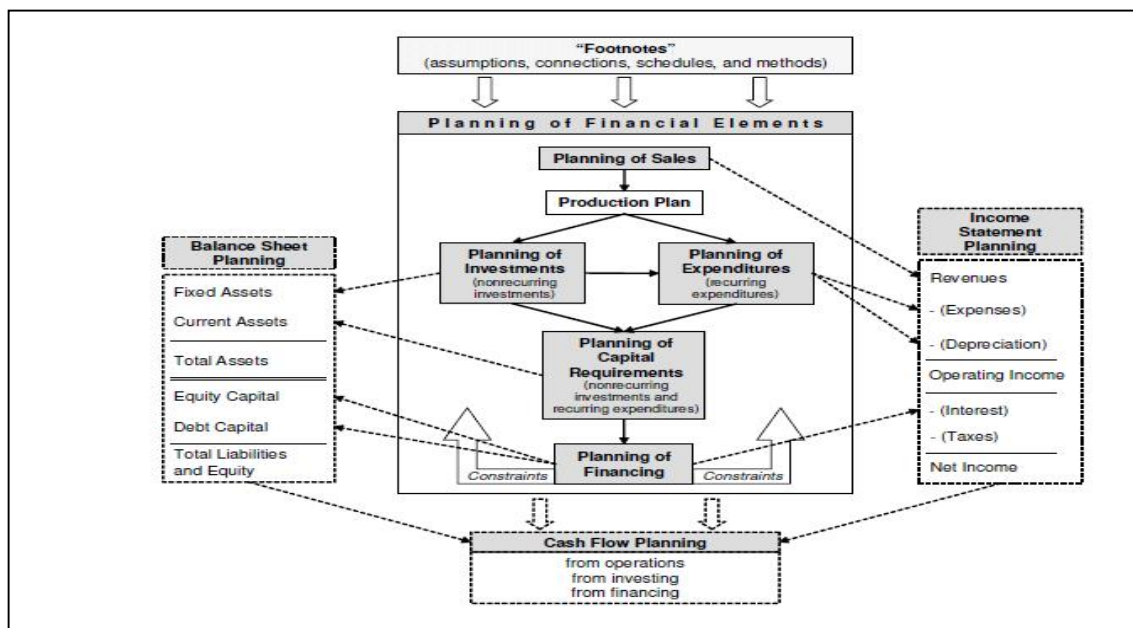
Having regard to the Brown-Gutterman international business plan for the enforcement, working in the international markets can be found in all parts coherently in the business plan. However, the fact that The company owner is Prof. Dr.- Ing. Sven Puch. Basically, high value-added industrial applications deals with the development of the company, which is aiming to be a global market presence. So in the executive summary, in the marketing mix, and including financial planning, are taking into account the national business plan, which was built in the global market exit.

Overall, the business plan displays Brown Gutterman system. Freudenberg AG Halbleitertechnik business plan is one of an excellent example of the whole complex, precision-drawn business plan, which maps a set of theoretical knowledge and works in practice[4].

In addition to the work of Gansel shows the ramifications of the financial parts of the business planning. All these can follow up very well in the business plan of the Freudenberg AG Halbleitertechnik [5].

Conclusion

Looking ahead, business plans must be prepared not just to a company, not to a nation-state (see: Germany as their business plan), but to a larger union like the European Union (see: Wittig [6]). Business plan is to be important in the global economy because it can give trust, predictability, and economic growth.



Second Figure: Gansel, Benjamin B.(2004): *Toward a framework of financial planning in business venturing-demonstrated by a case study. Reduced paper version, 27th ISBA National Entrepreneurship and SME Development Conference, held in Newcastle (U.K), in November 2004. 436-450.p. <http://sbaer.uca.edu/research/icsb/2005/paper78.pdf> (Download time:22.06.2011.)*

The analyzes should also examine other aspects, extend to:

- explore the relationship between the business plan and financing (venture capital role)
- how the budget is linked to the formal business plan,
- how to use the business plan and making decisions (<1 year), the financial operations,
- the formal tactical decisions of firms (<1 year) business plans and financial decision-making process.

Which are based not only on empirical questions and answers letters or interviews would be, but the company's financial business plans for specific parts of the their whole objectivity. Such data may be utilized not only versatile in the industry for a global or national economy, but also a nation-state's economy also benefits help to guide the development of the economy in any direction.

Foot note

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