

CHAPTER OVERVIEW

10: Resource Planning

LEARNING OBJECTIVES

- Distinguish between tangible and intangible resources
- Determine the venture's tangible and intangible resource needs and how to attain them
- Describe the various funding resources available to entrepreneurs and discuss the pros and cons of each

[10.1: Introduction](#)

[10.2: Types of Resources](#)

[10.3: Using the PEST Framework to Assess Resource Needs](#)

[10.4: Managing Resources over the Venture Life Cycle](#)

[10.5: Discussion Questions](#)

[10.6: Case Questions](#)

[10.7: 5 Resources To Be a GREAT Entrepreneur - Lunch and Earn](#)

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