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planning technology in QuickBooks Premier 2003, also has a stand-alone product called Ultimate Business Planner 2.0. Ultimate Business Planner offers more than a thousand business plan samples, startup resources, Small Business Administration loan information and links, and the ability to import QuickBooks financial and company information, which can then be analyzed or used for financial forecasting and business planning. The program, focused primarily on startup companies and existing businesses that are planning for expansion and are in the process of acquiring financing, allows users to easily create business plans with reports and charts, evaluate new business ideas and strategies, and project outcomes based on variables.

The program is best suited to QuickBooks users because of its integration with that program and its \$99 cost. 'We recognized there was a need for a simple business planning tool to help QuickBooks users take their business to the next level,' said Jon Forknell, vice president of sales and marketing for Atlas. 'Now, QuickBooks users can plan for the future and grow their business using Ultimate Business Planner by importing company information and existing financials to create a business plan and financial projections. In its latest version, the software

includes sample plans for more than

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