Develop your next Annual Strategic Plan with [Strategy Designer ™](https://www.iplanner.net/strategy) , a teamwork-oriented planning framework by iPlanner.NET

# Businesss Strategic Plan

## Executive Summary

In this particular strategic plan, you should complete your executive summary of the strategic plan last because this section basically sums up all the other sections of your plan. The main reason the executive summary is important is that it helps key persons such as investors, employees, and advisors to quickly comprehend and support your plan.

## Company Mission Statement

The company mission statement explains what your company is trying to accomplish. It may seem insignificant, but actually, it’s not. It aids in two ways, first, the mission statement guides your employees to make the decisions that are in line with the company’s goal, and second, it’s inspiring external parties such as partners, investors, and customers to take the actions that you want.

## SWOT

The SWOT analysis, or analysis of your strengths, weaknesses, opportunities, and threats, helps you to determine and choose the best opportunities to pursue to accomplish your business growth goals. It also helps you to identify your weakness and strengths and points out the key areas to develop in the future to develop your business further.

SWOT analysis for / your Company Name /

|  |  |
| --- | --- |
| INTERNAL | |
| **STRENGTH**   * Item 1 * Item 2 * … | **WEAKNESS**   * Item 1 * Item 2 * … |
| **OPPORTUNITY**   * Item 1 * Item 2 * … | **THREATS**   * Item 1 * Item 2 * … |
| EXTERNAL | |

## Goals

Goals are targets set in measurable terms such that employees know what they need to achieve. In the automobile industry, the number of cars to be produced or sold per month could be a goal. In a service industry like insurance, the number of new policies signed could be a goal and for an internet service provider number of new connections booked could be a goal.

## Key Performance Indicators

Key Performance Indicator is a pointer that shows how well or efficiently an activity has been performed. Key factors that are crucial to the success of any activity are measured or evaluated and indicated to assess performance.

## Target Customers

In this section of the strategic plan, you pinpoint the wants and needs of each of the targeted customer groups. This is crucial because it helps you focus your marketing efforts and getting a higher return on advertising expenditures. With more direct exposure to customer wants and needs, you will charmed them better.

## Industry Analysis

The industry analysis doesn’t have to be an all-inclusive report on what’s going on in the company market. However, to identify new opportunities for growth, you should conduct a thorough analysis and ensure the market is growing and diversified.

## Competitive Analysis and Advantages

Just like the industry analysis, your competitive analysis doesn’t have to be an in-depth report listing every little detail about all your competitors. You should focus mainly on your key competitors and their strengths and weaknesses. Importantly, you can use this analysis to identify your current competitive advantages and growth potentials.

## Marketing Plan

Beside the strategic plan, you should also develop a comprehensive marketing plan. The marketing plan will give you a clear idea of how you will attract future prospects, turn them to paying customers and maximize your lifetime customer value. In your strategic plan include a summary of the marketing plan.

## Team

This section ensures that you have the appropriate human resources to execute on the growth potentials you have identified and accomplish the goals you established for your company in section five of the strategic plan. This section should include a list of your current team members and identify which type of skilled employees you need to hire in the next year to accomplish the company goals.

## Operations Plan

Operations plan transforms company goals and opportunities into reality. In this section you should include details of each individual projects and how these projects will be completed to achieve the company goals. Map out each of your initiatives in a Gantt chart to know when each project will begin and who will have the responsibility to lead each team.

## Financial Projections

Financial projections are the final section of your strategic plan. Financial projections help in several ways. First, using a financial model, you can assess the potential results for each venture you consider pursuing. Moreover, once you identify the opportunities you want to pursue, the financial projections will aid in lay out the goals. For instance, you will know how many new customers you must bring in at the precise price point to attain next month’s goal.