**Strategic Plan**

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| Company Name | Date |
|  |  |
| Created By | Timeframe |
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| Executive Summary | * Summarize the key points of the strategic plan.
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| Vision Statement | * Describe what your company plans to achieve over the long-term.
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| Mission Statement | * In simple and concise terms, state the aims and values of your company.
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| SWOT Analysis | * Use the following table to identify external and internal factors that define the competitive environment your company is working in.
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SWOT Analysis

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| External Factors | Strengths | Internal Factors | Weaknesses |
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| External factors | Opportunities | Internal Factors | Threats |
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| Business Goals | * Use SMART (specific, measurable, attainable, relevant and time-bound) goals to define the goals your company wants to achieve over the long-term.
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| Marketing Plan  | * This should include market research, campaigns and key performance indicators (KPIs) to track the campaign.
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| Operational Plan | * Outline the steps that will be taken to achieve your company’s long-term business goals.
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| FinancialsProjections  | * Show the financial performance expectations and what resources you’ll need to implement your company’s action plan.
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| Team | * Select team and define their roles and responsibilities.
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