**Strategic Plan**

|  |  |
| --- | --- |
| Company Name | Date |
|  |  |
| Created By | Timeframe |
|  |  |

|  |  |
| --- | --- |
| Executive Summary | * Summarize the key points of the strategic plan. |

|  |  |
| --- | --- |
| Vision Statement | * Describe what your company plans to achieve over the long-term. |

|  |  |
| --- | --- |
| Mission Statement | * In simple and concise terms, state the aims and values of your company. |

|  |  |
| --- | --- |
| SWOT Analysis | * Use the following table to identify external and internal factors that define the competitive environment your company is working in. |

SWOT Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| External Factors | Strengths | Internal Factors | Weaknesses |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| External factors | Opportunities | Internal Factors | Threats |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |  |
| --- | --- |
| 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. |

|  |  |
| --- | --- |
| Marketing Plan | * This should include market research, campaigns and key performance indicators (KPIs) to track the campaign. |

|  |  |
| --- | --- |
| Operational Plan | * Outline the steps that will be taken to achieve your company’s long-term business goals. |

|  |  |
| --- | --- |
| Financials  Projections | * Show the financial performance expectations and what resources you’ll need to implement your company’s action plan. |

|  |  |
| --- | --- |
| Team | * Select team and define their roles and responsibilities. |

[Graphical user interface

Description automatically generated](http://www.projectmanager.com/pricing?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-strategic-plan&utm_content=&utm_detail=&utm_term=none)