**STRATEGIC PLAN TEMPLATE**

**1. Introduction**

Introduce the plan. Explain who wrote it, when and for what purpose. Give contact details.

**2. Summary**

Write last. Present the highlights of the plan.

**3. Strategic Overview**

Present the "big picture". What are the central purposes and activities of the planned business? What are its SWOTs? What are its major (long term) objectives, key strategies and prime goals ?

**4. Present Status**

Summarize achievements and performance (financial, sales, technical etc.) to date. Introduce the stakeholders in the business.

**5. Product/Service Offerings**

Keep descriptions short and confine them to broad groups. Explain briefly what makes them special.

**6. Profiles of Target Markets**

Size, segments, trends, competition and user/customer profiles.

**7. Marketing Strategies, Sales Plans & Projections**

How will the business market its products/services and sell to customers? What sales will be achieved in its main markets? How will it deal with competitors? Indicate costs.

**8. Technology and R&D**

If relevant, explain progress, plans, resources and highlight any technological advances.

**9. Operational/Manufacturing Plans**

Cover distribution & service activities and/or manufacturing. Highlight major elements only. Indicate organization, resources, costings etc.

**10. Management & Administration**

Introduce the proposed management team, structure etc. Indicate administrative arrangements and specify overhead costs.

**11. Financial Projections**

Use simple tables to present key financial projections e.g., summary P&L, cashflows, balance sheets and key ratios. Place the detailed analyses in appendices.

**12. Funding Requirements & Proposals**

If applicable, summarize funding requirements, possible sources, likely terms, and, for investors, the projected return on their investment.

**13. Implementation**

Explain the major decision points, time scale and actions required by management and others to progress the plan

**14. Conclusion**

Indicate why the business will succeed and why it should be supported.

**Appendices**