

SAMPLE STRATIGIC (BUSINESS) PLAN OUTLINE

1. Table of Contents
2. Executive Summary
3. Company Information
 - 3.1. Vision Statement
 - 3.1.1. Vision statement expansion - what will my company look like in 10 years
 - 3.2. Mission Statement
 - 3.2.1.
 - 3.3. Culture of the Organization
 - 3.3.1. Current
 - 3.3.2. Proposed
 - 3.4. Organizational Structure
 - 3.4.1. Current
 - 3.4.2. Proposed
 - 3.4.3.
 - 3.5. What am I selling?
 - 3.6. What value or benefit will my clients receive?
 - 3.7. What is unique about the services that I provide my clients that sets me apart from my competitors?
 - 3.8. What are my marketing strategies?
 - 3.8.1. Develop niche market
 - 3.8.2. Internet
 - 3.8.3. Develop Strategic Alliances
 - 3.8.4. Advertise in Business Publications
 - 3.8.5. Promote Speaking Engagements
 - 3.8.6. Develop Networking/Referral Base
 - 3.8.7. Create Long-term Client Relationships
 - 3.8.8. Participate in professional, business and community organizations
 - 3.8.9. What are my stakeholder commitments?

4. Issues Confronting the Organization
 - 4.1.
5. Data Collection Methods
6. Strategic Priorities (Goals & Objectives)
 - 6.1. Revenue Goals
 - 6.1.1. General (\$\$\$/month)
 - 6.1.2. Client/industry
 - 6.1.3. Service Offering
 - 6.2. Profit Goals
 - 6.3. Client Satisfaction
 - 6.4. Competitive Distinction
 - 6.5. Marketing
 - 6.6. Employee
7. Annual Objectives
 - 7.1.
8. Recommendations/Action Plan
 - 8.1.