| **STRATEGIC BUSINESS PLAN** |
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| **COMPANY NAME** | *[Company's name]* | **DATE** | *[Date of creation]* |
|  |  |
| **CREATED BY** | *[Strategic plan manager]* | **TIMEFRAME** | *[Timeframe]* |
|  |  |
| **SUMMARY** | *[Summarize the key points of the strategic plan.]* |
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| **VISION** | *[Describe your company's vision or what you plan to achieve long-term.]* |
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| **MISSION** | *[Describe the aim and values of your company in short.]* |
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| **SWOT ANALYSIS** |
| **STRENGTHS** | **WEAKNESSES** |
|  |  |
| **OPPORTUNITIES** | **THREATS** |
|  |  |
| **GOALS** | *[Define your business goals.]* |
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| **OPERATIONS PLAN** | *[Define concrete steps towards achieving long-term business goals.]* |
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| **KEY PERFORMANCE INDICATORS** | *[List your KPIs to better understand the metrics.]* |
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| **FINANCIAL PROJECTIONS** | *[Outline the financial performance expectations and resources you need.]* |
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| **RISKS** | *[Define risks.]* |
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| **TEAM** | *[Define team roles and responsibilities.]* |
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