| **STRATEGIC BUSINESS PLAN** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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.]* | | | | | |
|  | | | | | | | | | |
| **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.]* | | | | | |
|  | | | | | | | | | |
| **OPERATIONS PLAN** | | | | *[Define concrete steps towards achieving long-term business goals.]* | | | | | |
|  | | | | | | | | | |
| **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.]* | | | | | |
|  | | | | | | | | | |
| **RISKS** | | | | *[Define risks.]* | | | | | |
|  | | | | | | | | | |
| **TEAM** | | | | *[Define team roles and responsibilities.]* | | | | | |
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