

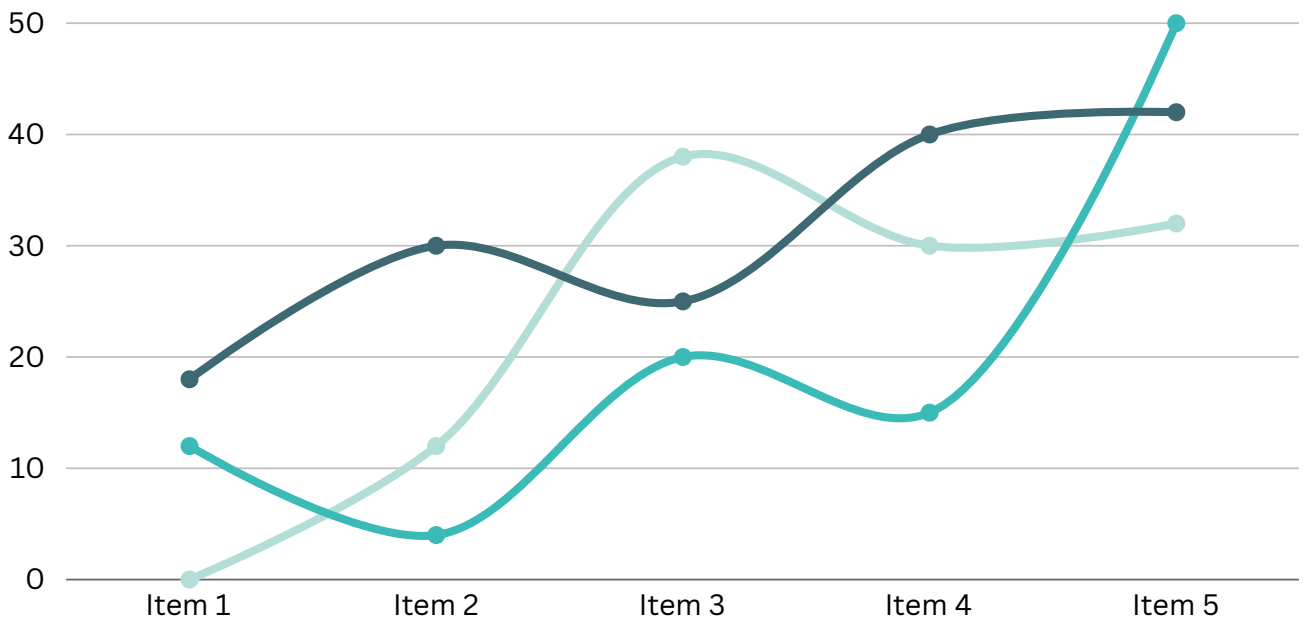
Strategy Plan

I. Executive Summary

COMPANY OVERVIEW	CORE VALUES
Introduce your company and its offered products or services.	Share the core values and behaviors that inspire the company's decisions and guide it in creating.
MISSION	VISION
The mission could include what your company is doing today and its contribution to the greater good.	The vision could include the impact of the company you want to leave behind and the culture you want.

II. Where We Are Now

Trend Report



Visualize a significant market trend with a graph and describe how it might impact the company's position in the industry.

SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
● What is your	● What should your	● What are your	● What is blocking

<p>company doing well?</p> <ul style="list-style-type: none"> ● What sets it apart? ● What are its good qualities? 	<p>company need to improve on?</p> <ul style="list-style-type: none"> ● What resources are lacking? ● What is it not good at? 	<p>company's goals?</p> <ul style="list-style-type: none"> ● What demands are shifting? ● What can be improved? 	<p>your company?</p> <ul style="list-style-type: none"> ● Which competitors should it look out for? ● What factors are outside of its control?
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Competitor Analysis

COMPETITORS	FEATURE 1	FEATURE 2	FEATURE 3	FEATURE 4
COMPETITOR 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPETITOR 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
COMPETITOR 3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Goals & Objectives

PROBLEMS	PROPOSED SOLUTIONS
Write the obstacles your company or the industry is facing.	Propose solutions and elaborate on how they will positively impact your company.
GOALS	OBJECTIVES
Use the data from the analysis parts above to formulate and list strategic goals that will guide the company's direction for a specific time period.	Translate the goals you have identified into measurable objectives.

III. Where We Are Headed

Strategic Plan

OBJECTIVES	ACTION STEPS	KEY PERFORMANCE INDICATOR
Transfer to this table the objectives you identified above.	Propose the necessary action steps for the listed objective.	Identify the key performance indicators that will measure the success of the objective.

Action Plan

ACTION ITEM	POINT PERSON	PRIORITY	DEADLINE	STATUS
Use the action steps above to formulate and list the specific tasks your team needs to do to move forward.		<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High	DD/MM/YY	<input type="checkbox"/>

Financial Outlook

AMOUNTS ARE IN MILLIONS	CURRENT QUARTER	PROJECTED QUARTER	PERCENTAGE GROWTH
REVENUES	\$000	\$000	+8%
TOTAL COSTS AND EXPENSES	\$000	\$000	+20%
OUTSTANDING DEBT	\$000	\$000	+15%
NET INCOME	\$000	\$000	+50%

Highlight notable changes in selected financial items from the outlook, such as earnings, capital plans, quarterly distributions, or dividends. You may also provide context for financial items that have a significant decrease or increase.