

Company Name
Strategic Plan 20?? - 20??

OUR MISSION:

The mission should answer the questions: What are we here to do? Why do we exist? Answer these questions in terms of defining your target clients, your products/services and the activities your organisation will engage in.

OUR VISION:

The vision answers the questions: What do you want to achieve in living your mission? How do you want to be perceived in the markets you operate? What do you want your organisation to become?

OUR VALUE PROPOSITION:

Remembering that Value = Benefits - Cost/Price, what is our value proposition? How do we add value to our customers/clients?

OUR CORE VALUES:

What are the behaviours and attitudes we, as an organisation, will need to demonstrate if we are to live our mission, achieve our vision and consistently deliver our value proposition?

OUR BUSINESS MODEL:

Our business model defines our process or system of making money. It does this by defining the 'flow of commerce' and defining key relationships, work generation processes, roles/activities, basis of charging, key ratios of performance etc. We commonly use a diagram to explain the elements of the business model. We often attach this as an addendum to the Strategic Plan.

KEY OBJECTIVES AND TARGETED PERFORMANCE:

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What are the key objectives to be achieved over the period of the plan and the measures of success for your organisation?

PRINCIPAL STRATEGIES:

- What are the key strategies for the period of the plan? Consider at least the following:*
- o Growth V Consolidation*
 - o Growth: Acquisition V Organic, Market Penetration, Product/Service Expansion, Market Expansion, Diversification etc.*
 - o Competitive and Market Control: Vertical V Horizontal integration, Pricing etc.*
 - o Brand/Market Profile*

OUR DISTINCTIVE CAPABILITIES:

What are the core capabilities or competencies we, as an organisation, are going to have to particularly focus on (in the business plan) if we are to achieve our vision and deliver on our value proposition?