

Annual Business Growth Planning Worksheet

Business Overview

Business Name:

Year Covered:

Prepared By:

Vision & Goals

Vision Statement:

Top 3 Annual Goals:

Current Business Assessment

Strengths:

Weaknesses:

Opportunities:

Threats:

Financial Projections

Metric	Last Year Actual	This Year Target
Revenue		
Profit		
Expenses		

Growth Strategies

Key Initiatives:

Marketing & Sales Plan:

Product/Service Development:

Action Plan

Action Step	Owner	Deadline	Status

Metrics & Review

Key Metrics to Track:

Review Dates: