

Small Business Strategic Planning Outline

1. Executive Summary

2. Company Description

- Mission Statement

- Vision Statement

- Core Values

3. Business Environment Analysis

- Market Analysis

- Customer Analysis

- Competitor Analysis

- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

4. Strategic Goals & Objectives

5. Strategies & Tactics

- Marketing Strategy

- Operations Strategy

- Financial Strategy

- Growth/Expansion Plans

6. Action Plan

1. Key Initiatives

2. Timelines

3. Roles & Responsibilities

7. Financial Projections & Metrics

- Budget Overview

- Sales Forecast

- Key Performance Indicators (KPIs)

8. Monitoring & Evaluation

9. Appendix