

Strategic Action Plan Template

Business Expansion

Company Name

Prepared By

Date

1. Vision Statement

2. Expansion Goal(s)

3. Situation Analysis (SWOT)

Strengths	Weaknesses
Opportunities	Threats

4. Key Strategies

1.
2.
3.

5. Action Plan

Objective	Key Activities	Responsibility	Timeline	Resources Needed	Success Metrics

6. Timeline Overview

Milestone	Target Date	Status

7. Monitoring & Review