

# Blank Strategic Business Development Framework

## 1. Vision & Mission

Vision:

Mission:

## 2. Objectives & Goals

Main Objectives:

List your key objectives here...

SMART Goals:

Define specific, measurable, achievable, relevant, and time-bound goals...

## 3. Situation Analysis

SWOT Summary:

- Strengths:

- Weaknesses:

- Opportunities:

- Threats:

Market Overview:

Summarize market size, trends, and segments...

Competition:

Identify main competitors and your positioning...

## 4. Strategy

Target Market(s):

Unique Value Proposition:

Strategic Priorities:

Key themes or focus areas for growth...

## 5. Action Plan

Key Initiatives:

List initiatives or projects to deliver your strategy...

Timeline:

Resources Needed:

People, technology, partners, capital, etc.

## 6. KPIs & Measurement

Success Indicators:

How will you measure progress?

Reporting & Review Frequency: