

Annual Business Planning Template

1. Executive Summary

Brief overview of the business and key plans for the year:

2. Company Overview

Business Name:

Mission Statement:

Company Description:

3. Market Analysis

Industry Overview:

Target Market:

Competitor Analysis:

4. SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

5. Goals & Objectives

Main goals for the year (SMART goals):

6. Strategies & Tactics

Key strategies to achieve goals:

Specific action steps/plans:

7. Financial Plan

Item	Projected Amount
Revenue	
Expenses	
Profit/Loss	

Notes:

8. Key Performance Indicators (KPIs)

KPI	Target	Actual

9. Action Plan & Timeline

Milestone / Task	Responsible	Deadline	Status

10. Review & Approval

Summary of review/comments:

Approved by:

Date: