

Strategic Growth Plan

Preliminary Outline to Begin the Process



Business concept/statement of purpose

Goal What is the overarching goal? (The strategic plan should tie every aspect of the business into the achievement of this goal.)

Business model How does this plan represent a change from the current business model? (operations, finance, marketing, sales, etc.)

Reasons Why is the new plan compelling? Why will it work? Why have we never pursued it before?



Marketing

Market strategies What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Competitive strategies What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Positioning strategies What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Promotional strategies What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?



Sales

Placement strategies – distribution channels

What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Customer strategies

What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Pricing strategies

What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Market knowledge

Are the customers new? Who are they?
 What types of customer service and support will you need?
 What do customers want/What are their unmet needs?
 How much will they pay?
 How many will the Company service?
 How will the Company define success with these customers?
 How will these customers define success with the Company?



Operations

Management

What is the organizational development plan? What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Production plan

What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Describe your facilities and infrastructure.

Product development

What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy? Are the products new or different? Describe the products.

Where and how will it be positioned in the market?

How will you develop, produce and sell the product?

What unique or differentiating features does it offer?



Finance

Financial strategies

What information do we have? What analytical conclusions can be drawn from this information? What strategic options could we pursue? Which option shall we choose? What are the tactics that will help us pursue this strategy?

Resources and return

What financial resources are required to execute this plan?

How will the capital be used?

What is the return on investment?



Execution

Accountability

Who is responsible for the plan's success?

Responsibilities

What is being done throughout the organization?

Timeline

When is it happening?

Contingency plans

What if you do not do what you say you will, when you say you will do it? What happens if this plan is unsuccessful?
