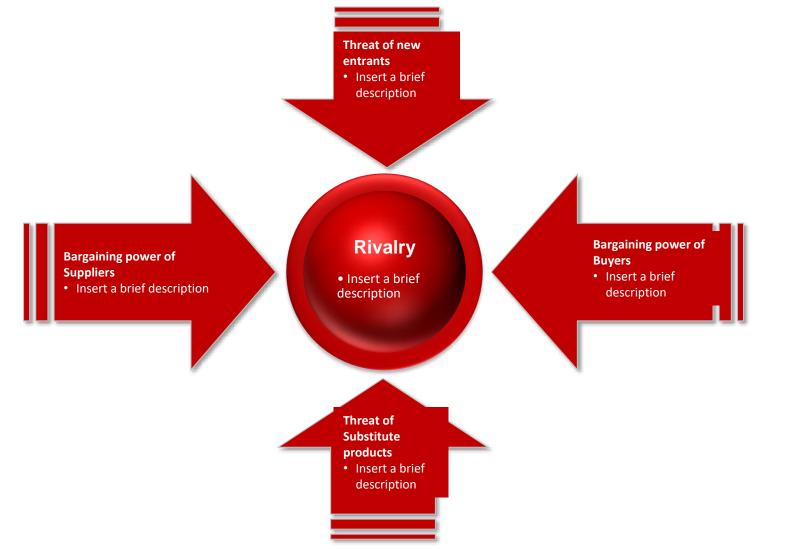
# 5 Steps to a Strategic Plan



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#### 1. Market Analysis

The Porter's Five Forces tool is helpful to assess the attractiveness and profitability of a market by analyzing the forces acting upon it:





### 2. Competitor Analysis

Compare your competitors with relevant criteria

	Criteria						
	Revenue	Profit	Market share	Main activity	Number of employee	Product quality	Insert your own text
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Competitor 2	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your
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#### 3. SWOT analysis

- Questions: What is the competition doing? Are there key obstacles for this organization? Are there financial considerations?
- Examples: Shift in customer preferences, substitute products, regulation

**SWOT** 

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Questions: What are the key advantages of the company/industry? What do customers see as strengths? What are the unique resources?
Example; Patents, brand, reputation, cost advantages, favorable distribution, strong customer base

• Question: What are the key weaknesses of the company/industry?

• Example: Weak brand, bad reputation, high cost structure, strong competition, weak distribution

• Question: What is changing in the market, with technology, or with customers?

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• Example: Unmet customer need, nascent disruptive technology, loose regulations, lowering of trade barriers







#### 5. Define your Key Goals



Insert strategic priority #1 (e.g. Add and retain high value customers)

Insert strategic priority #3

Should allow the organisation to achieve your mission and reach your vision



Insert strategic priority #2

# 5. Define your Key Goals (continue)





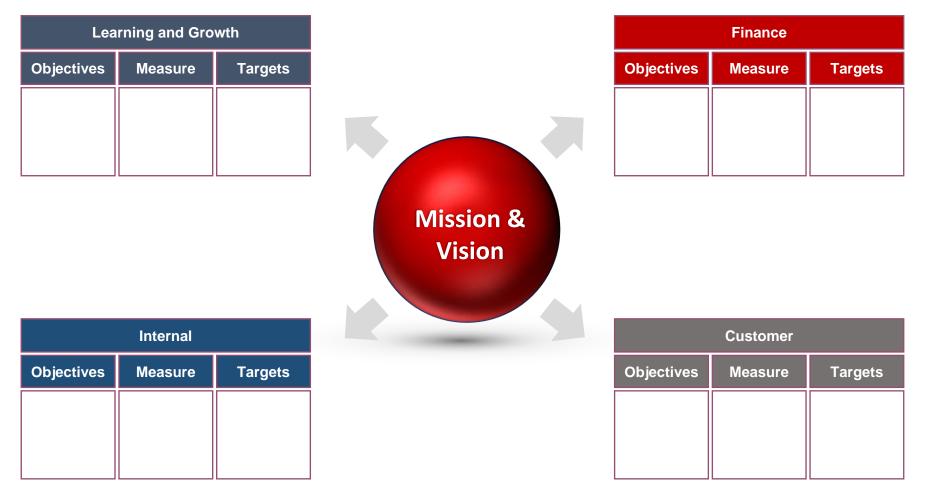
## 5. Define your Key Goals (continue)

Perspective		Strategic Objectives	Strategic Measures	Targets
Financial Perspective		<ul><li>F1 Insert your own text</li><li>F2 Insert your own text</li><li>F3 Insert your own text</li></ul>	<ul> <li>Insert your own text</li> <li>Insert your own text</li> <li>Insert your own text</li> </ul>	+\$100M \$300 \$75
Customer Perspective				
Internal Perspective	Customer Management			
	Product Innovation			
	Operations Management			
	Marketing			
Learning & Growth Perspective	Human Capital			
	Information Capital			
	Organisation Capital			G

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#### 5. Define your Key Goals (continue)





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