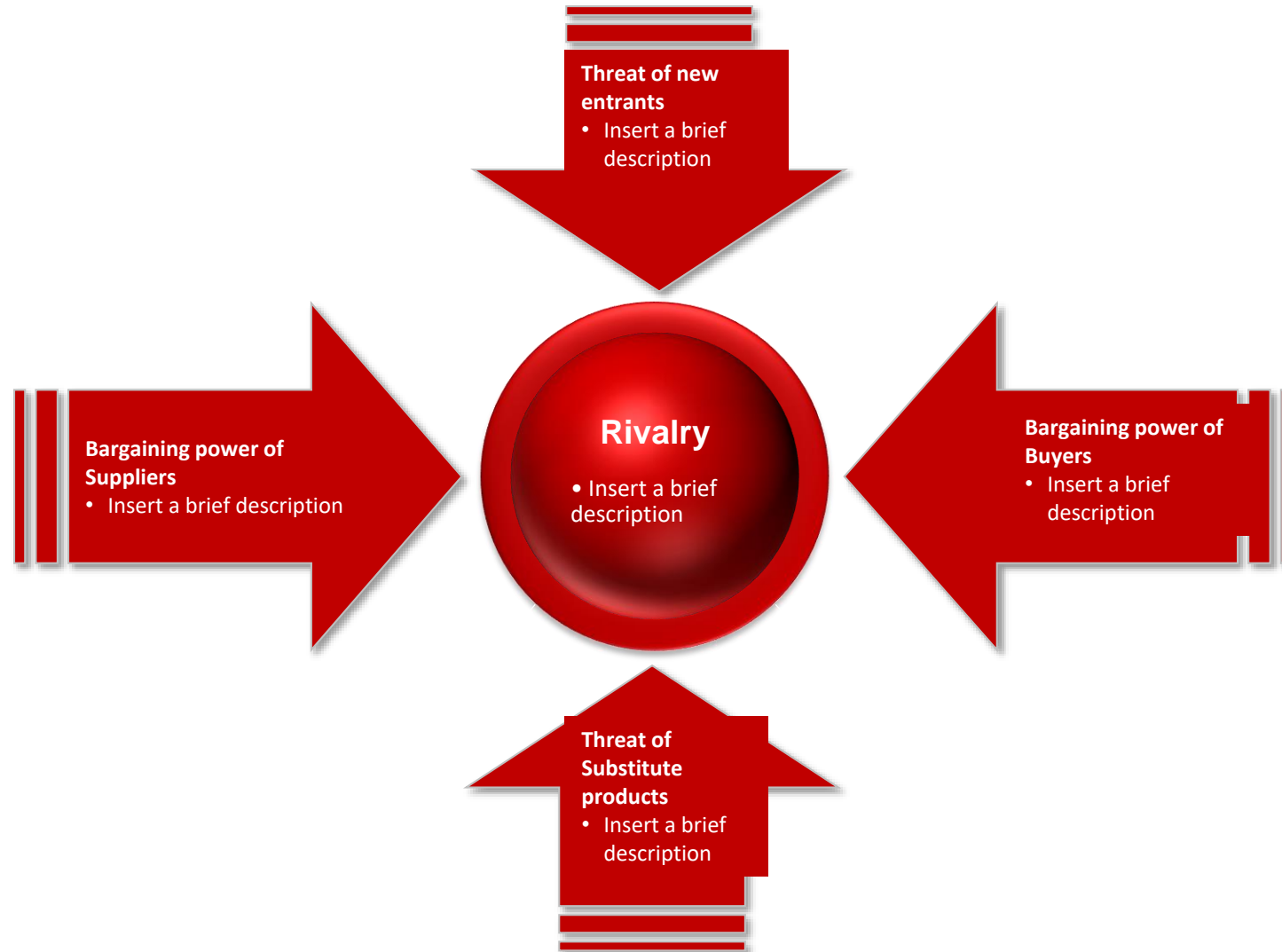


5 Steps to a Strategic Plan

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:

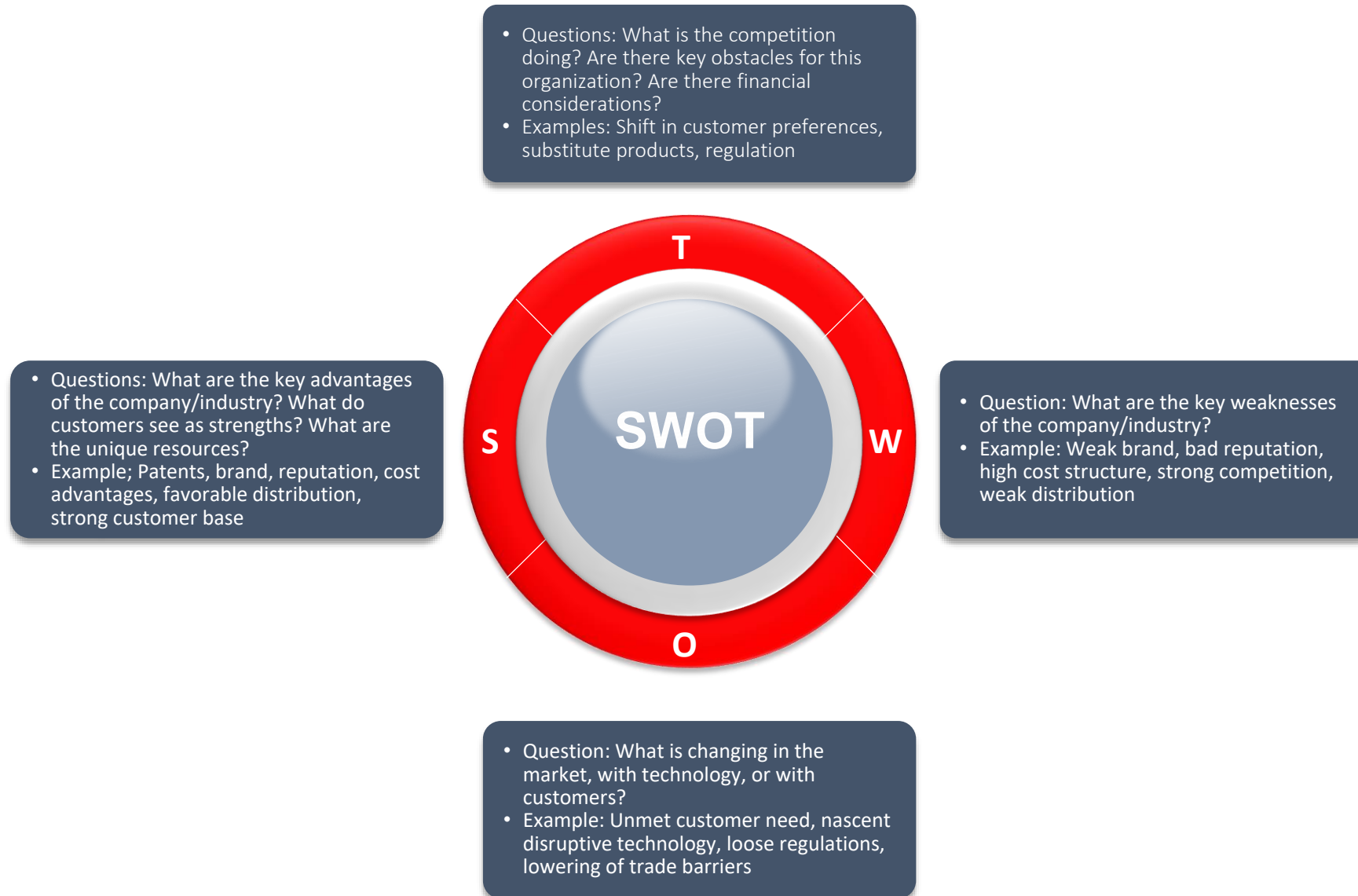


2. Competitor Analysis




Compare your competitors with relevant criteria

	Criteria						
	Revenue	Profit	Market share	Main activity	Number of employee	Product quality	Insert your own text
Competitor 1	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text
Competitor 2	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text
Competitor 3	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text
Competitor 4	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text
...	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text
...	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text
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...	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text	Insert your own text

3. SWOT analysis



4. Define your Key Goals – Mission and Vision

 Mission Statement & Vision	Vision – Mission -		
 Strategic Goals	Key Goal #1	Key Goal #2	Key Goal #3
 Key initiatives			

5. Define your Key Goals



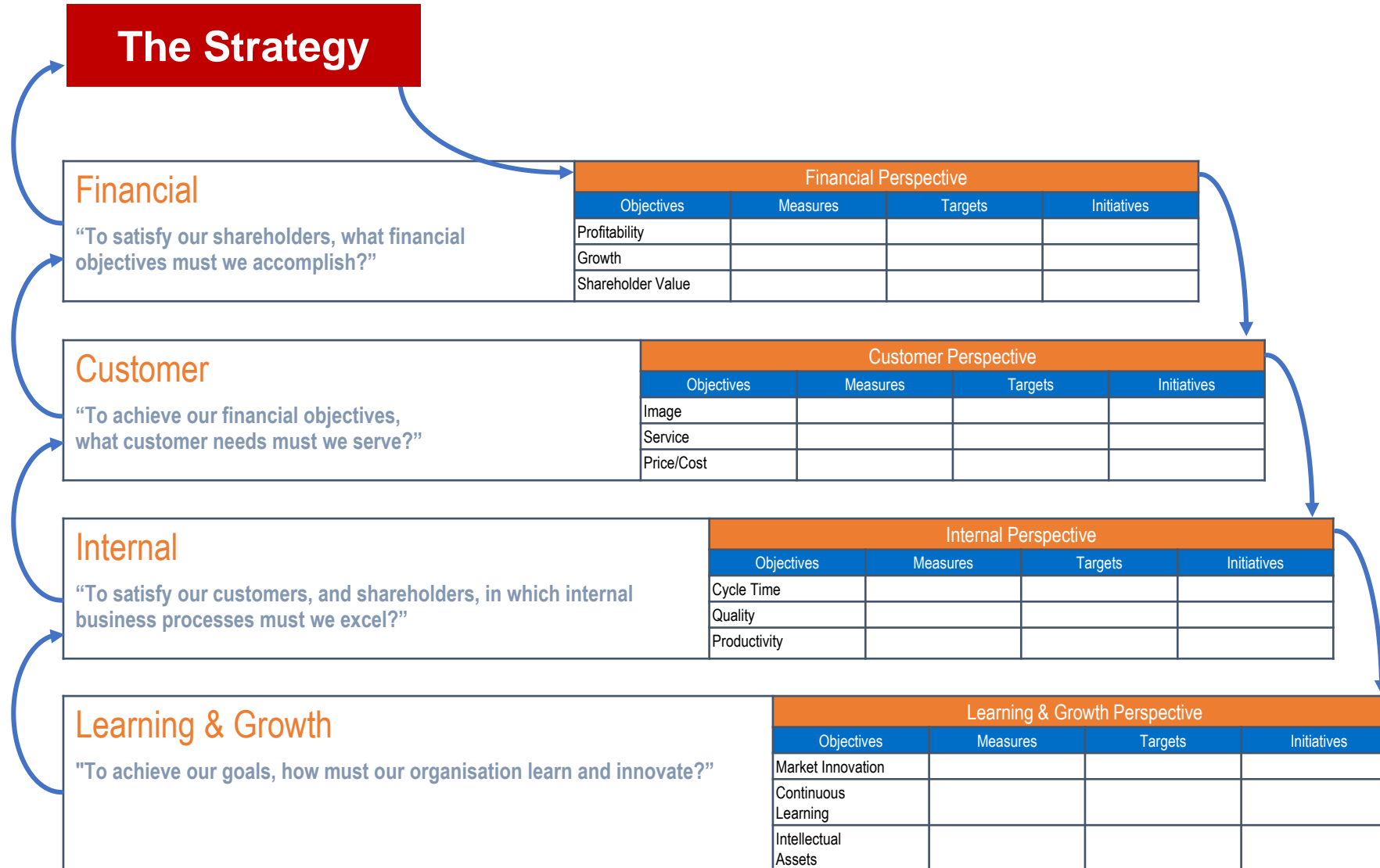
**Insert strategic priority
#1
(e.g. Add and retain high
value customers)**

**Insert strategic priority
#2**

**Insert strategic priority
#3**

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

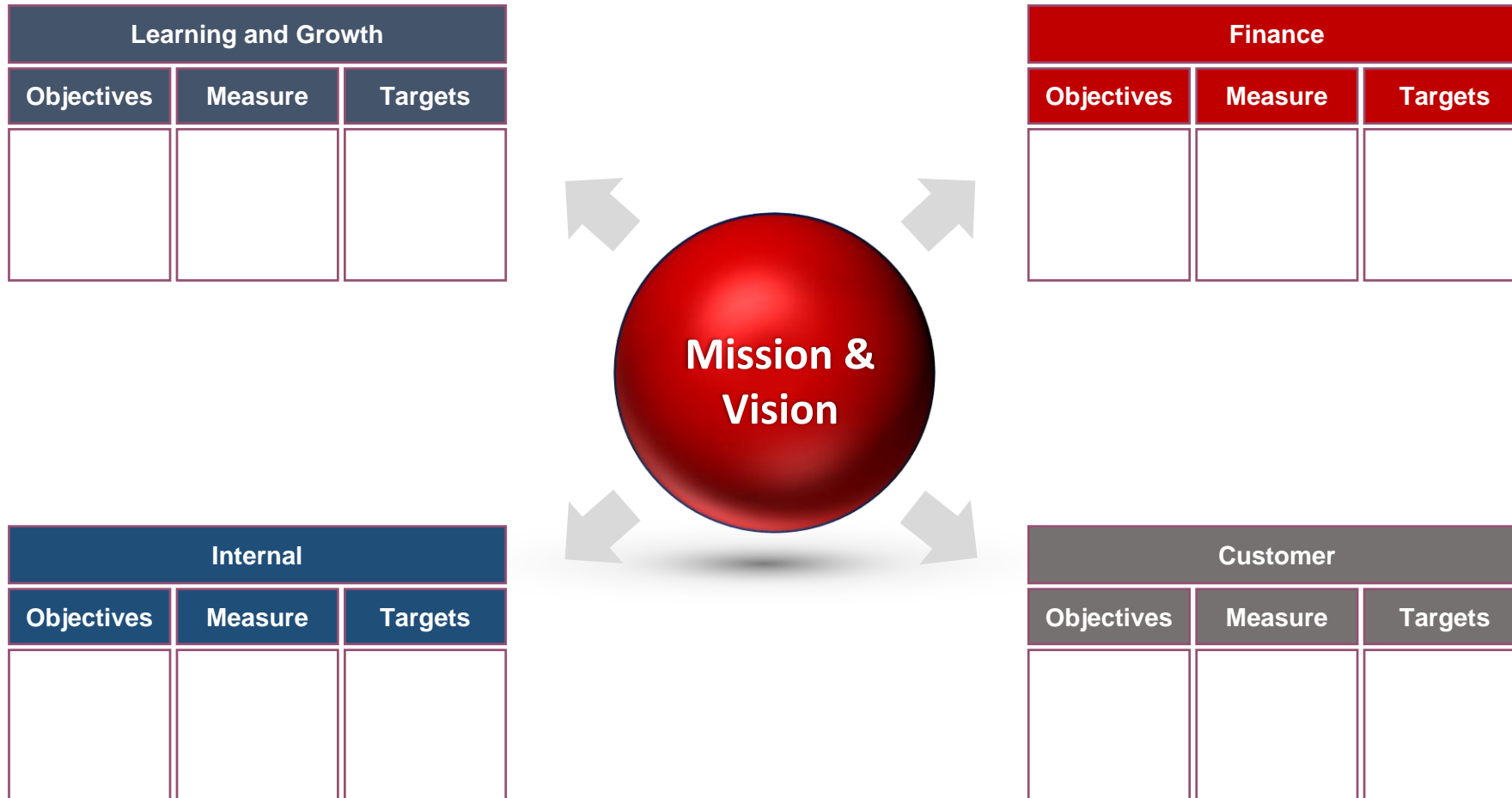
5. Define your Key Goals (continue)



5. Define your Key Goals (continue)

Perspective		Strategic Objectives	Strategic Measures	Targets
Financial Perspective		F1 Insert your own text F2 Insert your own text F3 Insert your own text	<ul style="list-style-type: none"> Insert your own text Insert your own text Insert your own text 	+\$100M \$300 \$75
Customer Perspective				
Internal Perspective	Customer Management			
	Product Innovation			
	Operations Management			
	Marketing			
Learning & Growth Perspective	Human Capital			
	Information Capital			
	Organisation Capital			

5. Define your Key Goals (continue)



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