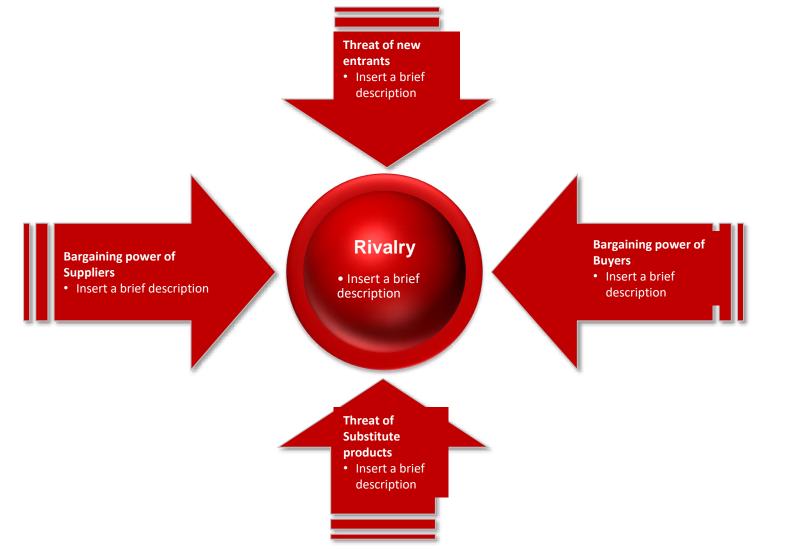
5 Steps to a Strategic Plan



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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
Competitor 1	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your
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Competitor 2	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your
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Competitor 3	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your	Insert your
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Competitor 4	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

W

S

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?

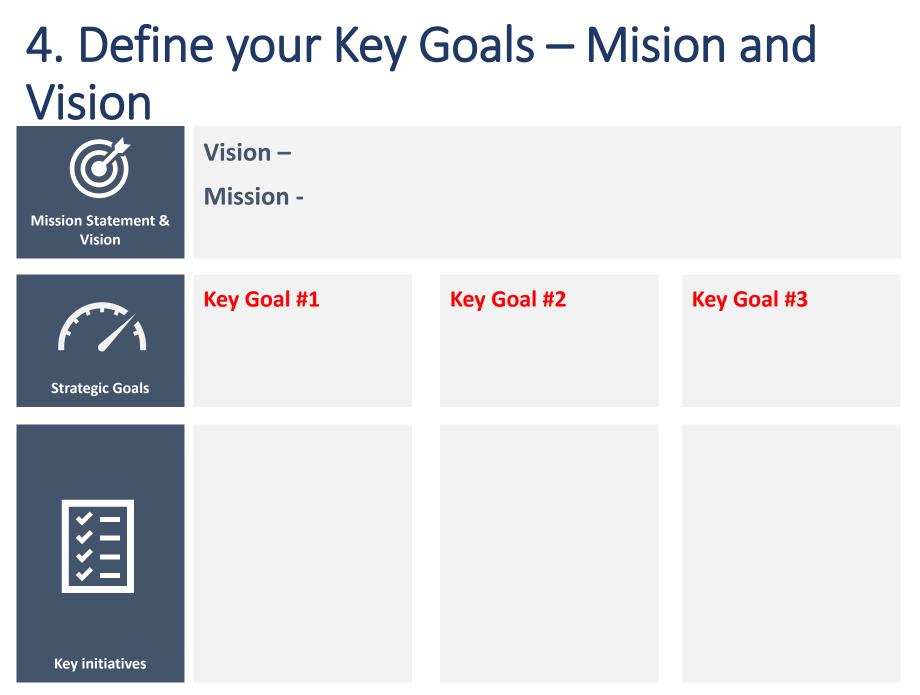
• Example: Weak brand, bad reputation, high cost structure, strong competition, weak distribution

• 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)





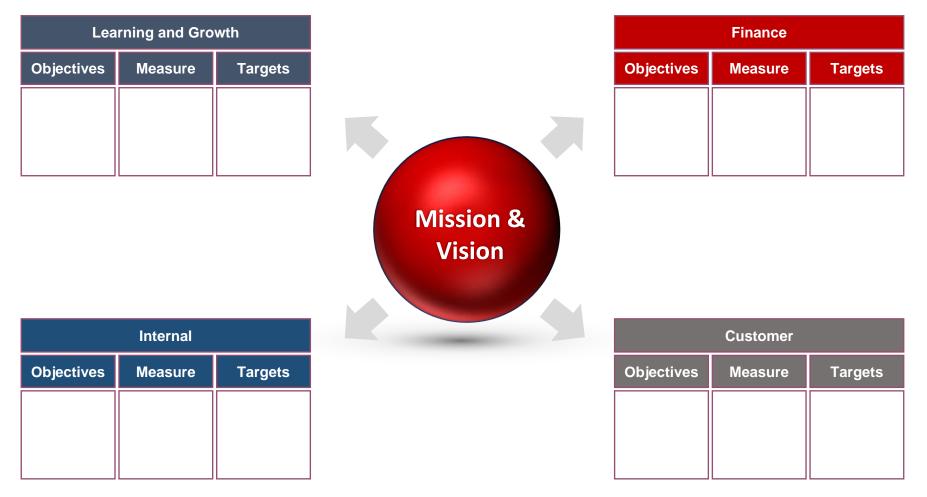
5. Define your Key Goals (continue)

Perspective		Strategic Objectives	Strategic Measures	Targets
Financial Perspective		F1 Insert your own textF2 Insert your own textF3 Insert your own text	 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			G

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5. Define your Key Goals (continue)





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