

Sample Strategic Business Plan

	EXECUTIVE SUMMARY	
CONCISE OVERVIEW		

	YOUR COMPANY			PRODUCT / SERVICE DEVELOPMENT	
MISSION STATEMENT			PRODUCT / SERVICE DESCRIPTION		
GUIDING PRINCIPLES			PRICING MODEL		
PAST TRAJECTORY & RESULTS			DELIVERY SYSTEM		
MANAGEMENT CONSTRUCT			DELIVERY CAPABILITIES		
			CRITICAL ELEMENT SUPPLIERS		

	MARKET RESEARCH	
CLIENTS		
COMPETITION		
MARKET STATUS		

	MARKETING PLAN	
STRATEGY / TACTICS		
CLIENT BREAKDOWN		
MARKET POSITIONING		
ADVERTISING		
PUBLIC RELATIONS		
CROSS-SELLING CLIENT POSSIBILITIES		
TEST MARKETING		
OTHER		

	MEASURABLE MARKETING GOALS	
CONSUMER CLIMATE		
MARKET SHARE		
DISTRIBUTION CHANNELS		
DIVERSIFICATION		

SITUATIONAL ANALYSIS (SWOT)			
INTERNAL FACTORS	STRENGTHS ( + )	INTERNAL FACTORS	WEAKNESSES ( - )
EXTERNAL FACTORS	OPPORTUNITIES ( + )	EXTERNAL FACTORS	THREATS ( - )

	FINANCIAL PLAN			OVERALL ASSESSMENT & REVIEW	
REVENUE SOURCES			TRACKING SYSTEMS		
FINANCIAL PROJECTIONS			CAMPAIGN BREAK-EVEN ANALYSIS		

PRO FORMA FINANCIAL STATEMENTS		CLIENT SURVEYS	
MONTHLY CASH FLOW BUDGET		ASSOCIATE / ADVISORY BOARD INPUT	
CRITICAL RATIOS / FINANCIAL STATEMENT ANALYSIS		MARKET SHARE ANALYSIS	
BUDGET VARIANCE ANALYSIS		MARKET SURVEY	
FINANCIAL REVIEWS & AUDITS		OTHER	

	RISK FACTORS (see SWOT) & CONTINGENCIES		APPENDICES
REVENUE SHORTFALL		MARKET RESEARCH STUDY: CLIENTS	
NEGATIVE LEGISLATION		MARKET RESEARCH STUDY: COMPETITION	
ECONOMIC CLIMATE		MARKET RESEARCH STUDY: ENVIRONMENT	
COMPETITION		KEY INFO SOURCES	
TECHNOLOGY			
ADVERSE PUBLIC IMAGE			