



2017 Strategic Plan

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(Client) is working to create a strategy to direct growth for 2017 and beyond. The strategic plan will impact decisions related to operations and marketing, including:

- Resource management.
- Pricing.
- Digital and print marketing materials including website, brand identity pieces, social media and signage.

Mission and Vision

*Mission and vision statements are **internal messages** to direct team.*

Mission statement – what we do, concise, informative.

Vision statement – why we do it, longer, inspirational, challenging.

Mission:

Our mission is to ...

Vision:

Our vision is to ...

Goals and Objectives

Deb's definition of goals and objectives

<i>Goals</i>	<i>Objectives</i>
<i>Long-term</i>	<i>Short-term</i>
<i>Less structured</i>	<i>Concrete, firm</i>
<i>About the adventure, not the end point</i>	<i>All about the end point</i>
<i>Difficult to measure</i>	<i>Measurable</i>
<i>Less of a timeline</i>	<i>Specific timeline</i>

Goals

1. An example of a goal is to increase brand awareness.
2. Goal 2.
3. Goal 3.

Objectives

1. An example of an objective is to launch a new website by a particular date.
2. Another objective could be to deploy a new social media marketing campaign by a particular date.
3. Another objective could be to increase e-news subscribers by a particular date.
4. Objective 4.

Environment

Target Market

(Client) targets (description here).

Demographics:

- Working v. not working.
- Men v. women.
- Age.
- Household income.
- Geographic area.
- Number of children (or no children or empty nesters).
- Single v. married.

Profile:

- The profile points are more like personality traits. For example, the target market might consider themselves trendy or country. They might consider themselves nerdy or early adopters. They might be into wine or parenting or cars or tech.

Competition

Who does the client consider their competition? What are the competitions strengths and weaknesses? What do we know about the competition?

SWOT Analysis

Strengths and weaknesses are related to the client company. Opportunities and threats are industry wide.

Strengths (internal) •	Weaknesses (internal) •
Opportunities (external) •	Threats (external) •

Functions Audit

The 4 P's: Product, Price, Promotions, Place

Product/Service

Description of the product or service

Price

Description of how the client charges for the product or service

Promotion

How the client promotes or intends to promote the product or service

Place

Where the business is located and the locations of any of the company's activities (could be online)

Key Success Factors

Key success factors for the company include: (EXAMPLES)

- Resource management. (includes reasons why and how to implement)
- Financing.
- Customer service.
- Web portal.

Differentiation

This section describes how the company differs from the competition. What's special about this company?