

Basic Strategic Plan Template

Mission:

This is your mission statement - essentially what your business is about

Aims & objectives:

- What do you aim to achieve in your business. This can include some personal aims eg to work less hours

History:

- What's the history of the business? How/who formed it and why?

Resources:

What resources do you have? This could include the following information

- **Staff:**
- **Website:**
- **Social media accounts:**
- **Accounts system:**
- **Database:**
- **Memberships of organisations:**
- **Other:**
- **Contractors you utilise:**
- **Physical resources eg buildings, computers, cars:**

SWOT Analysis:

When undertaking your SWOT Analysis remember some of the things can go into multiple categories eg a proximity to Adelaide might be a strength in that it means you can access resources or additional markets, but might also be a weakness because of greater competition and the customer's propensity to shop out of town.

Strengths: - Strengths of your business/resources	Weaknesses: - Weaknesses of your business/resources
Opportunities: - Opportunities you see for your business which haven't been explored or realised. Make sure you put down EVERY opportunity you see, even if it's not something you would want to pursue.	Threats: - Threats to your business either existing or potential

Goals for this year:

List down the goals you'd like to see achieved in the next 12 months. Make sure you include a deadline next to them.

Longer term goals:

- List the things you'd like to achieve in your business in the period beyond 12 months (you can further break these down into 5 years and 10 years if you wish)

Strategy for this year

- Keeping in mind your SWOT Analysis and the goals you've outlined for the year identify what needs to be done to achieve them eg resources, time, actions. Put timeframes on them so it's easier to put them into your diary and plan the individual tasks associated with them.

Longer term strategy

- Keeping in mind your SWOT Analysis and the goals you've outlined for the longer term identify what needs to be done to achieve them eg resources, time, actions. Put timeframes on them so it's easier to put them into your diary and plan the individual tasks associated with them.



For more details about business planning visit www.cjsbusinessolutions.com.au or contact Carolyn Jeffrey of CJ's Business Solutions on 0435 432 203 or cj@cjsbusinessolutions.com.au.