<Company or Department Name>

<Year> Business Plan

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# Executive Summary

<Provide an Executive Summary of the entire document. All of the information in this section should be at a summary level and must be consistent with the rest of business plan document. This section is always the last one to be completed.>

# Business Plan Overview

Purpose of the Document

<Provide the purpose of the Business Plan document.>

Example:

The purpose of this document is to provide a central source of information relating to the business focus for the Northeast operation for 2018. The business plan is also designed to communicate a vision and direction for the Northeast operation over the next 6 to 12 months as the organization continues to pursue increasing opportunities aggressively. The 2018 Business Plan should serve as a roadmap for the operation as it defines and implements the tactical and strategic steps needed to achieve its goals.

Intended Audience

<Describe the intended audience for this document. Audience members may include senior leadership, operations teams, entire departments or any other person(s) or group(s).>

Scope of the Business Plan

<Describe the scope of the Business Plan. Scope elements can include departments, business units or geographic locations. Also describe what is out of scope for the document.>

# Business Plan Methodology

Approach to Developing the Business Plan

<Describe the approach that was taken in the development of the Business Plan. Describe the key individuals and their roles in the completion of the document.>

<Local / Regional> Sources of Information

<Describe all of the information sources at the local / regional level for the development of the document.>

Examples:

* Questionnaire responses
* Interview results
* Focus group results
* Sales collateral
* Performance reviews
* Sales reports
* Sales forecasts

Corporate Sources of Information

<Describe all of the information sources at the corporate level for the development of the document.>

Examples:

* Annual report
* Marketing information
* Financial reports
* Partnership documentation

External Sources of Information

<Describe all of the information sources that were external to the organization for the development of the document.>

Examples:

* Industry benchmark reports
* Federal Reserve economic indicator reports
* Local economic reports
* Economic analysis from various websites
* Competitive analysis reports

# Market Analysis

National Economic Trends

<Describe any national economic trends of significance for the time period.>

Examples:

* Gross Domestic Product (GDP) quarterly changes
* Dow Jones Industrial Average trends
* Inflation trends
* Unemployment rates

<Local / Regional> Economic Trends

<Describe any local or regional economic trends of significance for the time period.>

Examples:

* Local unemployment rates
* New business openings
* Average salaries across industries

Industry-specific Trends

<Describe any industry-specific trends of significance for the time period.>

Examples:

* Manufacturing
* Financial services
* Information technology
* Food and agriculture

# Current Operational State

Mission Statement

<Insert the mission statement of the company or department being analyzed.>

Primary Product and Service Offerings

<Describe the primary product and service offerings.>

Geographic Regions

<Describe the geographic regions in which the company or department operates.>

Management Overview

<Describe the management team.>

Examples

* Organizational chart
* Average years of experience
* Average education levels

Operational Overview

<Describe the department or operation being analyzed.>

Examples

* Organizational chart
* Average salaries
* Average years of service
* Average education levels

# Financial Analysis

Financial Overview

<Describe the financial situation for the operation.>

Examples

* Revenues
* Profit / Loss
* Expenses
* Accounts receivable

Financial Trends

<Describe the financial trends the operation is experiencing.>

Examples

* Monthly trends
* Quarterly trends
* Yearly trends

Financial Forecasts

<Describe the financial outlook for the operation.>

Examples

* Sales/profit
* By industry sector
* New customers
* Growth of existing customers

# Customer Analysis

Top Customers

<List the top customers and provide an analysis of why they are the top customers.>

Revenue by Customer

<Provide a revenue breakdown of all customers. Insert charts and graphs, as needed.>

Sales Pipeline / Revenue Potential

<Based upon customer analysis, provide a sales pipeline and revenue potential for the next 1-3 years.>

# Competitive Analysis

Competitor 1 Overview

<Provide a detailed overview of the competition.>

Examples:

* Competitive advantage
* Competitive disadvantage
* Conclusion and recommendations

Competitor 2 Overview

<Provide a detailed overview of the competition.>

Examples:

* Competitive advantage
* Competitive disadvantage
* Conclusion and recommendations

# Vendor Partnership Analysis

Partnership 1

<Describe the overall partnership.>

Examples:

* Overview of the partnership
* Challenges
* Opportunities
* Plans for moving forward

Partnership 2

<Describe the overall partnership.>

Examples:

* Overview of the partnership
* Challenges
* Opportunities
* Plans for moving forward

# SWOT Analysis

Strengths

<Describe the strengths of the operation.>

Examples

* Mature management and sales teams
* Solid customer base
* Strong reputation
* Highly educated workforce

Weaknesses

<Describe the weaknesses of the operation.>

Examples

* Lack of a vision
* Few employee incentives
* Low morale
* Lack of experience

Opportunities

<Describe the opportunities for the operation.>

Examples

* Increased sales through partnerships
* Merger potential with Company X
* Advanced employee leadership training

Threats

<Describe the threats to the operation.>

Examples

* Attrition
* Competition entering into the local market
* Local economic conditions

# Strategic Objectives

<Based upon the overall analysis, clearly list the strategic objectives.>

Examples

* Achieve revenue of $53.2 million
* Achieve net profit of 30%
* Achieve less than 10% attrition annually
* Increase partner business to 15% of total revenue
* Train 90% of all managers in advanced leadership techniques
* Increase business in the healthcare sector by 20%
* Consolidate manufacturing facilities
* Increase unit production by 5%

# Strategies for Achieving Objectives

<Clearly list the strategies for achieving the strategic objectives. Discuss the current challenges, provide a strategy statement, provide clear action plans, identify resources needed to execute the strategy and be specific with strategy timeframes.>

Examples:

Strategy 1: Reorganize Business Units along Industry Sectors

### Challenge

We haven’t been able to build deep industry knowledge because our employees are stretched too thin along too many various industries. Employees are not able to spend the appropriate time and energy in acquiring thorough and extensive industry knowledge for specific industries.

### Strategy Statement

Reorganize the business units along industry sectors to encourage and facilitate deep industry knowledge, skills enhancement, industry collaboration, and industry-specific brand recognition.

### Action Plans

Deploy reorganizational task force to build out migration plan and oversee all reorganizational efforts

### Resources

All vice presidents and above meet weekly to review plans

### Timeframes

* Healthcare by Q2, 2018
* Financial services by Q3, 2018
* All others by end of year, 2018

Strategy 2: Retain Top Performers

### Challenge

### Strategy Statement

### Action Plans

### Resources

### Timeframes

Strategy 3: Expand Vendor Partnership

### Challenge

### Strategy Statement

### Action Plans

### Resources

### Timeframes

# Threats and Risks to Achieving Objectives

<Identify and discuss the threats and risks to executing the strategies and achieving the strategic objectives, along with mitigation plans.>

Examples

* Attrition due to salary freezes
* Low morale due to lack of outside training
* Economic instability
* Sales turnover due to start-up companies
* Aging equipment
* Local military base closure
* Government cutbacks

Acronyms & Abbreviations

Acronyms/abbreviations are defined the first time they’re used in this document. The entire acronym/abbreviation is listed first, then the acronym/abbreviation is enclosed in parentheses. The consolidated list of acronyms/abbreviations is listed below.

Table 6: Acronyms & Abbreviations

|  |  |
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| Acronym / Abbreviation | Description |
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Acceptance Signoff

[Name]

Business Plan

We have reviewed and agreed to the information described in this document and referenced attachments.

|  |
| --- |
| Acceptance Signoff Signature |
| [Signoff Authority Name & Title] | Date of Acceptance |
| [Signoff Authority Name & Title] | Date of Acceptance |
| [Signoff Authority Name & Title] | Date of Acceptance |
| [Signoff Authority Name & Title] | Date of Acceptance |