**Strategic Business Plan Template**

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1. **Problem**

**You need to quickly document your strategic plan. It is required that you generate a document where you summarize the details related to your company's business strategy.**



1. **Solution**

**We created the Business Strategy Plan Template to document your strategic plans. This Microsoft Word tool is a great resource to help guide you through the development of your business strategy.**



1. **Sections of the planning document include:**

* **Executive Summary:**

**Where you will present your strategic objectives and key programs for the upcoming year.**

* **Internal Analysis:**

**Where you will assess your company´s competencies, capabilities and employees´ satisfaction.**

* **External Analysis:**

**Where you will analyze your company's customers, product positioning, and competition.**

* **Strategic Objectives & KPIs:**

**Where you will present your company's KPIs, GAP analysis results, key success factors, and high-level business objectives.**

* **Goals, Measures, Targets, & Initiatives:**

**Where you can develop your Brand scorecard, Balanced Scorecard Strategy Map, and your Program Deployment Schedule.**