**Strategic Plan**

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| --- | --- |
| Company Name | Date |
|  |  |
| Created By | Timeframe |
|  |  |

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| Executive Summary | * Summarize the key points of the strategic plan.   [Download our free Executive Summary Template for Word](https://www.projectmanager.com/templates/executive-summary-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-strategic-plan&utm_content=&utm_detail=&utm_term=none) |

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| Vision Statement | * Describe what your company plans to achieve over the long-term. |

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| Mission Statement | * In simple and concise terms, state the aims and values of your company. |

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| SWOT Analysis | * Use the following table to identify external and internal factors that define the competitive environment your company is working in.   [Download our free SWOT Analysis Template for Word](https://www.projectmanager.com/templates/swot-analysis-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-strategic-plan&utm_content=&utm_detail=&utm_term=none) |

SWOT Analysis

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| External Factors | Strengths | Internal Factors | Weaknesses |
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| External factors | Opportunities | Internal Factors | Threats |
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| Business Goals | * Use SMART (specific, measurable, attainable, relevant and time-bound) goals to define the goals your company wants to achieve over the long-term.   [Download our free SMART Goals Template for Word](https://www.projectmanager.com/templates/smart-goals-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-strategic-plan&utm_content=&utm_detail=&utm_term=none) |

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| Marketing Plan | * This should include market research, campaigns and key performance indicators (KPIs) to track the campaign.   [Download our free Marketing Plan Template for Word](https://www.projectmanager.com/templates/marketing-plan-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-strategic-plan&utm_content=&utm_detail=&utm_term=none) |

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| Operational Plan | * Outline the steps that will be taken to achieve your company’s long-term business goals.   [Download our free Operational Plan Template for Word](https://www.projectmanager.com/templates/operational-plan-template?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-strategic-plan&utm_content=&utm_detail=&utm_term=none) |

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| Financials  Projections | * Show the financial performance expectations and what resources you’ll need to implement your company’s action plan. |

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| Team | * Select team and define their roles and responsibilities. |

[Graphical user interface

Description automatically generated](http://www.projectmanager.com/pricing?utm_source=project_manager_com&utm_medium=content+library&utm_campaign=word-strategic-plan&utm_content=&utm_detail=&utm_term=none)