

WizBiz Strategic Plan

Version 1

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Brief description of business

Sally Smith and Shane Jackson are the owners of WizBiz. WizBiz is a startup selling computer components and peripherals.

Mission statement

Our mission is to provide a quality range of computer components and peripherals at competitive prices to the public.

Goals

Our current directions for the company is to become established in the Australian marketplace, which includes setting up the required systems.

For the future, we would like to expand into the international market.