**STRATEGIC PLAN**

When completing this strategic plan.

* Fill in the below table by answering the bolded questions in the first column, the example will give you a guide on how to how to answer.
* The italicized text will also assist you in most accurately creating this plan,
* Delete the example in each row when completed.
* All font to be in **Calibri, size 11**
* If being returned to NAVIGATE Business Grants, please ensure it is being sent back as a **Word doc.**
* **This form is a template, please remove branding prior to submission**

**[INSERT BUSINESS NAME HERE]**

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| **What is your business’ mission?**  *[Consider the purpose of your business and define what it does for your customers. What do you do, how do you do it and why do you do it?]* | *Example: To provide top quality Australian manufactured candles* |
| **What is your business’ core values?** | *Example: Locally sourced, inclusion, diversity* |
| **What is your business’ vision?**  *[Consider what you want your business to accomplish in the long term. What are your ultimate goals?]* | *Example: To become a major manufacturer within WA and Australia and to be stocked in most reputable stores, delivering top quality candles to the Australian public.* |
| **What are your business’ competitive advantages?**  *[What do you have that your competitors don’t?]* | *Example: We have an in house perfumer to create unique scents, the only beeswax candle company in WA, top quality wood wicks, only all Australian produced candle.* |
| **What is your long-term broad goals for the business?**  *[Ensure these are SMART – specific, measurable, attainable, relevant and time-bound. ]* | *Example: To increase our retail wholesale by 60% within the next 3 years, from 25 stores to being stocked in 60 stores.* |
| **What is your desired future value proposition?**  *[Why would your customer choose your product? What benefit do they get for giving you business?]* | *Example: To be the primary choice of Perthite’s and Australians through providing them locally produced and sourced top quality candles that last with unique smells.* |
| **What are your financial strategic objectives / goals?**  *[What are your goals regarding to finances for the business in the next 3-5 years? Ensure these are SMART goals.]* | *Example:* Productivity Improvement: Maintain a 20% Net Profit Margin each year |
| **What is your customer based strategic objectives/goals?**  *[What are your goals regarding to your customers for the business in the next 3-5 years? Ensure these are SMART goals.]* | *Example: To become Perth’s most popular candle manufacturer through our digital presence.* |
| **What are your internal/operational strategic objectives/goals?**  *[What are your goals regarding to the operational and internal parts of the business in the next 3-5 years? Ensure these are SMART goals.]* | *Example:* Innovation/ Development: Continue to develop and invest in the facility. |
| **How will you measure success?** | *Example:* |

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| **STRENGHTS**  **Example:** | **WEAKNESSES**  **Example:** |
| **OPPORTUNITIES**  **Example:** | **THREATS**  **Example:** |