

# [Strategic plan outline](https://assignbuster.com/strategic-plan-outline/)

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UNIVERSITY OF BELIZE MGMT 490 - BUSINESS STRATEGY AND POLICY How to Structure The Strategic Plan Guidelines Executive Summary This is written to the scope and level of content that an " outsider" can read the summary and grasp the vision, mission of the organization, its overallgoalsand objectives, major strategic issues and the key strategies implemented to attain the goals. Section 1 – Current situation 1. Brief Background and History of the Company and the Industry 2. Strategic Posture: Current Mission, Current Vision Current Values

Current Objectives Current Strategies Current Policies 3. Past Strategic Performance Indicators (if available): Market share Sales Growth Net Profit Margin Return on Equity Investment Other? (Depending on the type of business/industry) Section 2 – ExternalEnvironment, Opportunities and Threats (EFAS) 2. 1 General Environment (PEST, Gap Analysis, etc) 2. 2 Task Environment (Porters five forces, Strategic Map) 2. 3 External Factor Analysis Summary Section 3 – Internal Environment, Strengths and Weaknesses (IFAS) 3. 1Value Chain analysis . 2Corporate Structure 3. 3Corporate Resources: MarketingFinanceHuman Resource Operations and Logistics Information Systems 3. 4Internal Factor Analysis Summary Section 4 – Competitive Strength Assessment based on Key Success Factors Quality/product performanceCustomer Service Capability Reputation/imageOther? Manufacturing capability Technological skills and know-how Dealer/distribution capability New product innovation capability Financial resources Relative cost position Section 5 – Analysis of Major Strategic Factors SFAS . 1 Key Internal and External Factors (SWOT) 5. 2 Competitive advantages/disadvantages, Competitive position improving/slipping 5. 2 Review of Mission and Objectives Section 6 – Alternatives and Recommendations 1. Strategic Alternatives 2. Recommended Strategies Section 7 – Implementation Plan for new strategies recommended Section 8 – Evaluation and Control Plan for new strategies implemented Section 9 - Financial data and Analysis - Includes information on resources to finance the implementation of the Strategic Plan

APPENDICES BIBLIOGRAPHY THE PRESENTATION OF THE PLAN Time Allowed: 30 minutes Presentation should be as follows: a) Brief History of Company (Section 1) b) Current Situation (Section -1) c) External Environment Opportunities and Threats (Section 2) d) Internal Environment Strengths and Weaknesses (Section 3 e) Analysis of major strategic factors, strategic alternatives and recommended strategies (including financial analysis) (Sections 5, 6 & 9)- 15 minutes Question and Answer Session