

# Strategic plan outline

[Business](#), [Management](#)



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 overall goals and 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 - External Environment, 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. 1 Value Chain analysis . 2 Corporate Structure 3. 3 Corporate Resources: Marketing Finance Human Resource Operations and Logistics Information Systems 3. 4 Internal Factor Analysis Summary Section 4 - Competitive Strength Assessment based on Key Success Factors Quality/product performance Customer Service Capability Reputation/image Other? 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