

# Strategic Business Plan Template

## What Is a Strategic Business Plan?

A **strategic business plan** is a comprehensive document that outlines a company's vision, mission, goals, and the strategies it will use to achieve them. It serves as a roadmap for the business, guiding decision-making and ensuring that all actions are aligned with long-term objectives.

The main difference between a **business plan** and a **strategic business plan** lies in their scope, focus, and purpose.

## Scope, Focus and Purpose:

- Centers on long-term goals, overall strategy, and how to achieve them.
- Focuses on aligning resources, identifying competitive advantages, and setting priorities to achieve a company's vision and mission.
- **More about where the business is going rather than the details of how it will operate daily.**
- Designed for internal use to guide the business's growth and decision-making.
- Helps leadership focus on long-term objectives and develop a competitive edge.

## Key Components of a Strategic Business Plan:

- 1. Executive Summary**
  - A high-level overview of the business, its mission, and main goals.
- 2. Company Overview**
  - **Management Team:** Who is who in the business and their job descriptions
  - **Vision Statement:** A forward-looking declaration of what the business aims to become.
  - **Mission Statement:** The purpose of the business and its core values.
  - **Locations and Facilities:** Business physical location in the city.
- 3. SWOT Analysis**
  - **Strengths:** Internal advantages.
  - **Weaknesses:** Internal challenges.
  - **Opportunities:** External factors to capitalize on.
  - **Threats:** External risks.
- 4. Goals and Objectives**
  - Clear, measurable, and time-bound targets the business wants to achieve.
- 5. Strategic Initiatives**
  - Specific projects or actions the business will undertake to achieve its goals.
- 6. Marketing and Sales Strategies**
  - Plans for promoting the business, acquiring customers, and generating revenue.
- 7. Operational Plan**
  - Details of day-to-day operations, including processes, technology, and resource allocation.
- 8. Financial Plan**
  - Sales forecast, Cash flow, Profit and Loss Statement, Balance sheet, funding needs. If you have an accounting system, pull up your financial statement report from there, otherwise, schedule an appointment with a consultant at the Alliance Business Assistance Center for assistance.

**9. Implementation Timeline**

- A detailed schedule of when initiatives and actions will be executed.

**10. Monitoring and Evaluation**

- Metrics and processes for measuring progress and adjusting as needed.

**11. Statement of Merit**

- Explain why we should give you the grant.