

Business Strategy: Key Points

1. Vision Statement

What is the long-term goal for the business?

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2. Objectives (SMART Goals)

List 2–3 specific, measurable goals you want to achieve.

→Objective 1: _____

→Objective 2: _____

→Objective 3: _____

3. Market & Competitor Analysis

Key highlights about the market and competitors.

- Target Market: _____

- Key Customer Needs: _____

- Major Competitors: _____

- Competitive Advantage: _____

4. Value Proposition

What unique value do you offer to customers?

→ _____

→ _____

→ _____

→ _____

5. Execution Plan

Outline key actions, responsibilities, and resources.

Action Step (Work To Do)	Owner (Role)	Deadline	Resources Needed

6. KPIs (Key Performance Indicators)

How will you measure success?

- _____
- _____

7. Review & Adjustment Plan

When and how often will you review and adjust the strategy?

→ Example: Monthly review meetings every 1st Monday of the month.

- _____
- _____

8. Special Notes or Factors to Consider

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- _____
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- _____
- _____
- _____