

## Business Strategy: Key Points

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### 1. Vision Statement

What is the long-term goal for the business?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### 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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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_