Three Year Strategic Plan

Name

Course Name

Instructor’s Name

Date

**Hint:** In this template, you will find purple and orange “hint” boxes designed to help you with the project. Please delete all hints before finalizing your strategic plan.

Three Year Strategic Plan

**Hint**: Keep bold headings in the template. Delete text in the boxes and replace with your own content. The boxes will expand as you type if you need more space.

**Executive Summary**

**Company History**

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| In this space describe the company’s history. Include the 4Ps (Product, Price, Place, and Promotion. |

**Mission Statement**

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| In this space, share the mission statement of the company and assess its impact. |

**Situational Analysis**

**Current Situation**

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| In this space, explain the current situation of the organization (industry, market, and general environment analysis). |

**Hint**: For help, see the [SWOT Analysis Guide](http://writingcenter.ashford.edu/swot-analysis).

**SWOT Analysis**

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| In this space, assess the SWOT analysis (strengths, weaknesses, opportunities, and threats) of the chosen company highlighting opportunities for change and address contingencies.  |

**Environmental Scan and Porter’s 5 Forces**

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| In this space, summarize the results of your Environmental Scan and Porter’s 5 Forces, evaluating the degree to which they aid in conceptualizing the company’s competitive position in its marketplace. |

**International Performance**

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| In this space, assess the company’s international performance in light of cultural barriers, monetary exchange rates, and political instability. |

**Operational Planning**

**Financial Performance**

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| In this space, analyze the financial performance and condition of the organization. |

**Operational Budget and Assessment**

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| In this space, discuss the Operational Budget and Assessment using key ratios and performance indicators.  |

**Strategic Goals: Core Strategies and Tactics**

**Strategic Goals**

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| In this space, share measurable core strategic goals for each of the three to four areas identified from the SWOT analysis, including contingencies. |

**Prioritized Core Strategies**

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| In this space, prioritize the core strategies, estimating the ease of achievement and time to completion. |

**Recommended Organizational Structure**

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| In this space, recommend an organizational structure assessing the impact of the strategic plan on organizational culture. |

**Recommended Marketing Positions**

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| In this space, recommend marketing positions and opportunities for growth. |

**Measuring Success**

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| In this space, explain plans to measure the success of the strategic plan. |

**Hint:** Before finalizing your document, be sure to carefully proofread. For help, see these [Proofreading Tips](http://writingcenter.ashford.edu/proofreading-editing-strategies).