

STRATEGIC BUSINESS PLAN

EXECUTIVE SUMMARY:

COMPANY OVERVIEW	
MISSION STATEMENT	
KEY OBJECTIVES	
KEY PARTNERS	

MARKET RESEARCH:

CLIENTS	
MARKET STATUS	
COMPETITION	

SWOT ANALYSIS

STRENGTHS
OPPORTUNITIES

DEVELOPMENT:

PRODUCT DESCRIPTION	
DELIVERY CAPABILITIES	
PRICING MODEL	
DELIVERY SYSTEM	
CRITICAL ELEMENT SUPPLIERS	

MARKETING PLAN:

STRATEGY	
CLIENT BREAKDOWN	
POSITIONING	
ADVERTISING	

WEAKNESSES
THREATS