**Annual Strategic Business Plan Template**

BUSINESS OVERVIEW

|  |  |
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| **OUR VISION** |  |
| **OUR MISSION** |  |
| **THE PRODUCT WE PROVIDE** |  |

MARKET ANALYSIS

|  |  |
| --- | --- |
| **WHO WE ARE TARGETING** |  |
| **THE PROBLEM WE ARE SOLVING** |  |
| **OUR COMPETITORS** |  |
| **OUR COMPETITIVE ADVANTAGE** |  |

MARKET AND SALES PLAN

|  |  |
| --- | --- |
| **MARKETING CHANNELS** |  |
| **MARKETING MATERIALS** |  |
| **PRICING STRATEGY** |  |
| **DISTRIBUTION CHANNELS** |  |

KEY OBJECTIVES AND SUCCESS MEASURES

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| **OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIME FRAME AND HOW WE’LL MEASURE THEM** |
| **1** |  |
| **2** |  |
| **3** |  |

TIMELINE OF MILESTONES FOR YEAR 20XX

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
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|  |  |  |  |  |  |

Milestone 4

02/23

Milestone 6

03/03

Start

2/08

Milestone 2

02/16

Milestone 5

03/01

Milestone 1

02/11

Milestone 3

02/20

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