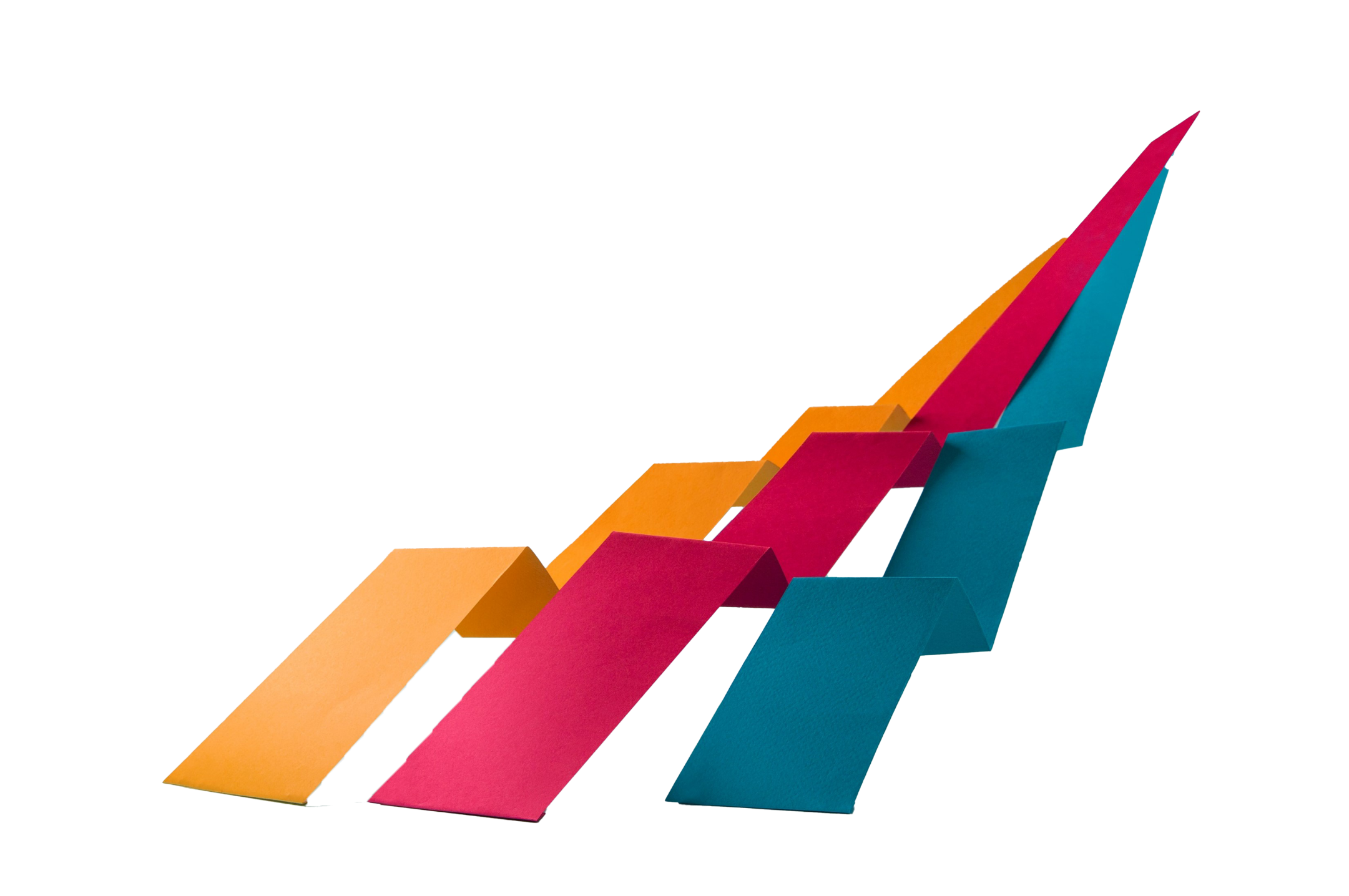
**[](https://www.smartsheet.com/try-it?trp=8658&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Basic+Strategic+Plan-word-8658&lpa=Blank+Basic+Strategic+Plan+word+8658)Basic Strategic Plan Template**

Fill out the template’s sections to effectively craft a comprehensive strategic plan.

|  |  |
| --- | --- |
| COMPANY NAME |  |
| STRATEGIC PLAN AUTHORED BY |  |
| DATE |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| EXECUTIVE SUMMARY | Summarize your strategic plan's key points, providing a clear overview of your business's direction and objectives. | | | | | | |
| VISION STATEMENT | Articulate your business's long-term aspirations, describing what you ultimately aim to achieve. | | | | | | |
| MISSION STATEMENT | Define the purpose of your business, including what it does, for whom, and why. | | | | | | |
| SWOT ANALYSIS | Identify and list your business's strengths, weaknesses, opportunities, and threats (SWOT) to understand your competitive position. | | | | | | |
| BUSINESS GOALS | Set specific, measurable, achievable, relevant, and time-bound (SMART) goals that you plan to reach through your strategy. | | | | | | |
| MARKETING PLAN | Outline your approach to reaching your target market, including tactics, channels, and tools you will use to attract and retain customers. | | | | | | |
| OPERATIONS PLAN | Describe the day-to-day operations necessary to run your business, including logistics, production, and any other operational details. | | | | | | |
| FINANCIAL PROJECTIONS | Provide an estimate of your business’s future financial performance, including revenue, expenses, and profit forecasts. | | | | | | |
| TEAM | Detail the roles, responsibilities, and expertise of key team members who will execute the strategic plan. | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |

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