

If you plan on operating a business, it is very important that you know who you are, where you are going, and how you will get there.

This sample strategic plan is intended to offer a frame work for developing a plan focused on your personal situation and goals - what ever they maybe. It reviews strengths, weaknesses, threats and opportunities; presents a series of statements relating to AnyFarm's vision, mission, values and objectives; and sets out its proposed strategies and goals.

Once you have refined this plan, you should be able to move more easily toward developing a business proposal.

Strengths, Weaknesses, Threats & Opportunities

This section addresses hypothetical key strengths, weaknesses, threats and opportunities for AnyFarm. They are generic to many business applications and should be **re-defined** to fit your situation:

Strengths:

- Infrastructure in place
- Basis for strong management team
- Possibility to evolve into range of offerings
- Location is highly suitable
- Very focused management/staff
- Well-rounded and managed business
- Marketing plan in place

Weaknesses:

- Over-dependent on borrowings - Insufficient cash resources
- Focus maybe too narrow
- Lack of awareness amongst prospective customers
- Potential need for larger premises
- Absence of strong sales/marketing expertise
- Emerging new technologies may move market in new directions

Threats:

- Major player may enter targeted market segment
- Economic slowdown could reduce demand
- Market may become price sensitive
- Market segment's growth could attract major competition

Opportunities:

- Market segment is poised for rapid growth
- New markets offer great potential
- Distribution channels seeking new products
- Potential to diversify into related market segments

Vision

The owners vision of AnyFarm in 3-5 year's time is:

AnyFarm will be operating from a xxx acre parcel near xxx Town. It will have annualized sales of \$xxx and be profitable. AnyFarm will offer xxx (core products) and provide added-value services to a customer base throughout the xxx market segments. AnyFarm's offerings will offer many clear-cut advantages and improvements over competitors' offerings. AnyFarm will continue to expand through organic growth and acquisitions until xx is reached.

Mission Statement

The central purpose and role of AnyFarm is defined as:

AnyFarm xx, xx, and markets xx for xx. They are sold to a target market of xx. AnyFarm's xx are distinguished from competition by their xx. Sales are made directly and through xx in the xx market.

Business Objectives

Longer term business objectives of AnyFarm are summarized as:

- To expand the business aggressively.
- To become a (leading?) xx business within the xx market segments.

Key Strategies

Define the strategy(s) that will be pursued by AnyFarm: (the following are just a few examples)

1. Maximize potential to establish high end stock - or -
2. Maximize immediate growth - or -
3. Maximize the educational period necessary to learn about xx
- or -
4. Enter market at with lower price xx - with the opportunity for gain through improved xx

The following important strategies will also be followed:

1. Assess key markets
2. Begin participating in trade shows and events
3. Pursue strategic alliances with industry participants
4. Develop web presence and promote
5. Seek new market segments/applications for products

Major Goals

The following key targets will be achieved by AnyFarm over the next 3-5 years:

- Achieve sales of \$xx by 200X
- Report annualized profits of \$xx in 200X
- Secure xx% of the xx market segment by 200X
- Become involved on industry and affiliate boards and committees before 200X
- Become largest regional supplier of xx within xx years

Strategic Action Items

The following strategic action items will be implemented:

1. Prepare comprehensive business plan and secure required capital within xx months.
2. Prepare infrastructure.
3. Prepare marketing plan within xx months.
4. Develop strategic alliances within the industry.
5. Secure initial acquisition within xx months