# **Strategic Plan**

A person standing in front of a body of water

Description automatically generated

Strategic planning helps your business outline key objectives and devise plans to achieve targets. An effective strategy is one that considers existing resources, challenges, and barriers and is aligned with the business’s vision and mission.

Fill out the following sections to develop your strategic plan:

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| --- | --- |
| STRATEGIC PLAN | |
| **SWOT Analysis** | * Strengths * Weaknesses * Opportunities * Threats |
| **Goals** | * Short-term goals * Long-term goals |
| **Strategic Objectives** | * Establish business objectives that align with the company’s mission, goals, and areas of opportunity or threat. |