

CHECKLIST

- Mission Statement** - A mission statement is a brief, concise statement that defines a company's values, purpose, and what it stands for. It should be clear, concise, and aligned with the company's values and culture.
- Goals and Objectives** - A strategic plan should outline the company's goals and objectives in a clear, measurable, and achievable manner. The goals should be specific, time-bound, and aligned with the company's mission statement.
- SWOT Analysis** - A SWOT analysis is a tool used to evaluate a company's strengths, weaknesses, opportunities, and threats. It is essential to understand the company's internal and external environment and can help identify areas for improvement.
- Market Analysis** - A market analysis should provide an overview of the company's target market, the competition, and the company's position within the market. This information can be used to develop a marketing strategy to help the company achieve its goals.
- Marketing Strategy** - A marketing strategy should outline the company's plan for promoting its products or services and reaching its target market. The marketing strategy should align with the company's goals and objectives and include a plan for measuring its effectiveness.
- Financial Plan** - A financial plan should outline the company's financial objectives and projections, including its revenue and expenses. The financial plan should include a budget, cash flow projections, and a plan for managing risk.
- Operations Plan** - An operations plan should outline the company's plan for managing its day-to-day operations and ensuring that it operates efficiently and effectively. The operations plan should include managing resources, such as employees, technology, and equipment.
- Rick Management Plan** - A risk management plan should outline the company's plan for identifying, assessing, and mitigating risks. The risk management plan should include a plan for managing risk in all business areas, including financial, operational, and legal risks.
- Implementation Plan** - An implementation plan should outline the company's steps to implement its strategic plan. The implementation plan should include a timeline, a budget, and a plan for measuring the success of the implementation.
- Performance Metrics** - Define how progress will be tracked and measured.
- Budget** - Allocate resources and create a financial plan to support the strategic plan.
- Implementation** - Assign responsibilities and establish a timeline for implementing the plan.
- Review and Evaluation** - A strategic plan should include a plan for regularly reviewing and evaluating the plan's effectiveness. The review and evaluation process should consist of a review of the company's goals and objectives, its financial performance, and the success of its marketing and operations strategies.

References:

Strategic Planning: A Ten-Step Guide, Harvard Business Review, <https://hbr.org/2017/01/strategic-planning-a-ten-step-guide>

The Importance of Strategic Planning, Forbes, <https://www.forbes.com/sites/forbesbusinesscouncil/2018/08/27/the-importance-of-strategic-planning/?sh=5d5d5b5c2f2f>