STRATEGIC PLANNING Q1 - Q4

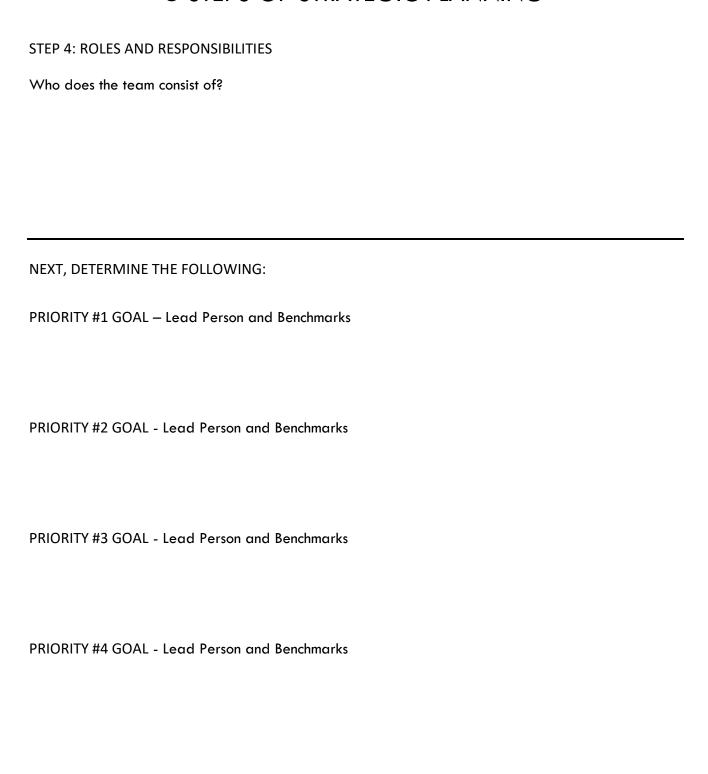


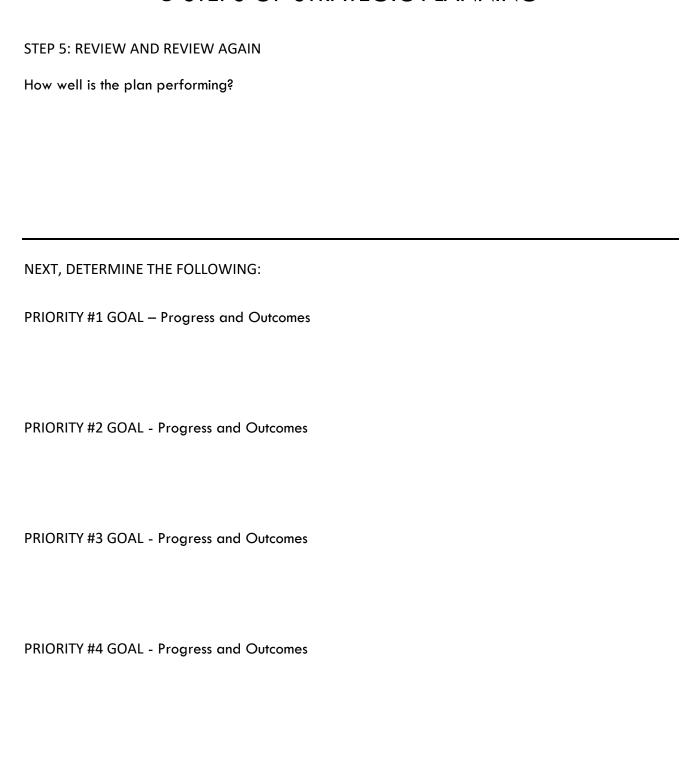
| STEP 1: DETERMINE WHERE YOU ARE |
|--|
| O PRE-LAUNCH |
| O < 3 YEARS |
| O 3-10 YEARS |
| O 10 YEARS+ |
| NEXT, DETERMINE THE FOLLOWING: |
| AS IS: What is the current state of business? i.e. \$120,000 annual revenue and 10 product types - |
| |
| SHOULD BE: What is the ideal state of business? i.e. \$150,000 annual revenue and 7 product types - |
| BARRIER: What is needed to support the goal of a "should be" state? i.e. Need to hire more staff, increase customer flow - |
| PAYOUT: What will occur after the business overcomes the barrier? i.e. Additional location, expanded product or service offering - |
| |

1.

| STEP 2: IDENTIFY WHAT IS IMPORTANT AND DEFINE "IMPORTANT" | | |
|---|--|--|
| My business goals for year: | | |
| | | |
| | | |
| NEXT, DETERMINE THE FOLLOWING: | | |
| GOAL 1: Priority # | | |
| GOAL 2: Priority # | | |
| GOAL 3: Priority # | | |
| GOAL 4: Priority # | | |

| STEP 3: DEFINE WHAT MUST BE ACHIEVED | | |
|--|--|--|
| What must occur to obtain year business goals? | | |
| | | |
| | | |
| NEXT, DETERMINE THE FOLLOWING: | | |
| PRIORITY #1 GOAL - Commitments and Timeline | | |
| | | |
| PRIORITY #2 GOAL - Commitments and Timeline | | |
| | | |
| PRIORITY #3 GOAL - Commitments and Timeline | | |
| | | |
| PRIORITY #4 GOAL - Commitments and Timeline | | |
| | | |





SAMPLE PLANNING

BUSINESS NAME: ABC Business DATE: January 1, 2021

CURRENT POSITION: \$120,000 revenue per year

BUSINESS SIZE: 4 employees BUSINESS TYPE: Clothing retail

BUSINESS PERFORMANCE

As is: Currently generating \$120,000 revenue per year

Should be: Generate \$160,000 revenue per year, launch home goods line

Barrier: Limited staff, need to determine orders and fulfillment process

Payout: Launching the home goods line creates an additional product revenue stream, supporting the goal of additional revenue, creating capital for added staff hire

BUSINESS GOALS

| Goal: Launch line and grow revenue | Who: Sally, Floor Manager |
|--|--|
| Commitments: Finalize marketing and social media, select staple products for launch, finalize orders and fulfillment process, determine retail pricing | Timeline: Start date: 1/15/21, Goal check-in: 4/15/21, mid goal check-in: 11/1/21, Finalizations: 11/30/21 |
| Benchmark: Increase quarterly revenue by \$10,000, \$3,333 per month beginning with Q1 - 2021 | Progress: |

STRATEGIC PLANNING

| BUSINESS NAME: | DATE: | |
|----------------------|----------------|--|
| CURRENT POSITION: | | |
| BUSINESS SIZE: | BUSINESS TYPE: | |
| BUSINESS PERFORMANCE | | |
| As is: | | |
| Should be: | | |
| Barrier: | | |
| Payout: | | |
| BUSINESS GOALS | | |
| Goal: | Who: | |
| Commitments: | Timeline: | |
| Benchmark: | Progress: | |