

E.G.S. BUSINESS STRATEGIC PLANNING WORKSHEET

1. ASSESSING YOUR OPPORTUNITY (WHY AM I IN BUSINESS?)

- ✓ Determine why you want to start and achieve success in business.
- ✓ Ask yourself why are you in business? Illustrate the importance of why.

2. THINGS TO CONSIDER

- ✓ Identify your strengths and weaknesses.
- ✓ Make a list of business ideas. Do they fit your strengths and interests?

✓ **What problem is the business solving?**

✓ **Identify similar businesses or potential competitors.**

✓ **Define the market you want to pursue and who is your target customer?**

3. GOAL SETTING TIME – READ THEM!!

✓ What are your short-term goals? Within 3-6, 6-12 months.

✓ What are your long-term goals? 1 year, 5 years, 10 years.

✓ Within 6 months, what's the progress on your goals?

✓ Within 12 months, what's the progress on your goals?

Brainstorming Ideas: