

EXECUTIVE SUMMARY	Summarize your strategic plan's key points, providing a clear overview of your business's direction and objectives.
VISION STATEMENT	Articulate your business's long-term aspirations, describing what you ultimately aim to achieve.
MISSION STATEMENT	Define the purpose of your business, including what it does, for whom, and why.
SWOT ANALYSIS	Identify and list your business's strengths, weaknesses, opportunities, and threats (SWOT) to understand your competitive position.
BUSINESS GOALS	Set specific, measurable, achievable, relevant, and time-bound (SMART) goals that you plan to reach through your strategy.
DATA & INTELLIGENCE	Tools used to analyse Data like R, SQL and advanced AI
MARKETING PLAN	Outline your approach to reaching your target market, including tactics, channels, and tools you will use to attract and retain customers.
OPERATIONS PLAN	Describe the day-to-day operations necessary to run your business, including logistics, production, and any other operational details.
FINANCIAL PROJECTIONS	Provide an estimate of your business's future financial performance, including revenue, expenses, and profit forecasts.
TEAM	Detail the roles, responsibilities, and expertise of key team members who will execute the strategic plan.

MANTSE TACTICAL PLAN SAMPLE

This plan for MANTSE provides a roadmap for achieving the company's vision of being the leading source for body and home care items for men through careful partnerships, innovation, strategic expansion, and a focus on customer needs.



COMPANY NAME	MANTSE
PLAN AUTHORED BY	K Wright
DATE	MM/DD/YY

EXECUTIVE SUMMARY	MANTSE a mens skin and hair care company aims to be a leader in the industry by providing innovative, reliable, and accessible charging solutions to men. Our strategic plan outlines the steps to expand our network, partner with the best formulators and grow our market presence over the next 7 years.
VISION STATEMENT	To revolutionise the mens skin and hair care industry.
MISSION STATEMENT	MANTSE'S aim is to empower men to have access to the best body butters, hair conditioners and lotions.
SWOT ANALYSIS	<ul style="list-style-type: none"> Strengths: Seasoned formulators with experience in sourcing the best raw materials Weaknesses: High initial infrastructure costs and competition Opportunities: The growing demand for customised skin and hair care products for men Threats: Technological advancements by competitors and compliance threats, currency volatilities,
BUSINESS GOALS	<ul style="list-style-type: none"> Short-Term (1-2 years): Increase the number of users by 50% Long-Term (3-5 years): Achieve a 25% market share in the Mens personal care and hair sector and expand operations to three new markets
MARKETING PLAN	Implement a multichannel marketing strategy that focuses on digital marketing, partnerships and farmers market events that increase brand awareness and customer engagement.
DATA & INTELLIGENCE	SQL and Tableau used to derive financial projections
OPERATIONS PLAN	<p>Phase 1-Setup</p> <p>Phase 2-Adaptation</p> <p>Phase 3-Scale</p>
FINANCIAL PROJECTIONS	<p>Year 1: Revenue of \$50000.</p> <p>Year 2: Revenue of \$100,000 with a net profit</p> <p>Year 3-5: Year-on-year revenue growth of 30%, achieving a growing net profit margin</p>
TEAM	<p>CEO: An expert formulator.</p> <p>CTO: A specialist in technology</p> <p>CFO: An expert in finance and investment</p> <p>Marketing Director: A skilled leader in digital marketing and brand building in the personal care industry.</p>