

Strategic Plan - Outline for Strategic Management class

1. This is an individual project.
2. The student is required to follow the guideline as much as possible.
3. All sources used should be cited in a bibliography.
4. Absolutely no plagiarism. Your work will be run through a plagiarism software program.
5. The project is not to be written as an essay, but like a project report.
6. It should be in a word document.
7. Font: Times Roman New and font sized 12, double space, no minimum number of pages, just make sure you cover all or near all parts mentioned in the outline.

PART 1: Introduction

(10 pts)

- (a) Executive Summary
- (b) Company Background & Milestones

PART 2: The Business

(40 pts)

- (a) Vision & Mission Statements
- (b) Description of Business
- (c) Product/Service
- (d) Target Market / Customer Profile
- (e) Business Location
- (f) Business Model (how does the company operate and make money?)
- (g) Goals – Objectives – Strategies
- (h) Corporate
- (i) Division
- (j) Functional (Departmental)

Company Performance (Financial and Strategic)

Management & Organization

PART 3: External and Internal Environment Analysis

(40 pts)

- (a) Macro environment: Political, Economic, Socio-cultural, Technological, and natural environment
- (b) SWOT (Analysis of Strengths, Weaknesses, Opportunities, Threats)

- (c) Core Competencies and Competitive Advantage
- (d) Value Chain Analysis and Benchmarking
- (e) Industry/Market Analysis
 - economic characteristics
 - key success factors
 - trends and opportunities
 - Five forces analysis (Porter)
 - Competitor Analysis
 - Strategic Group analysis
 - Competitive Strength Assessment (based on key success factors)
 - Generic Strategy analysis (Porter)

PART 4: Marketing

(30 pts)

- (a) Marketing Goals – Objectives
- (b) Customer Analysis
- (c) Marketing Mix (4 P's) - Strategies

PART 5: Finance

(30 pts)

Financial Goals – Objectives –

Financial Data

- (a) Sources and applications of funding
- (b) Capital equipment and supply list
- (c) Balance sheet
- (d) Breakeven analysis
- (e) Strategies

PART 6: Human Resource Management

(25 pts)

- (a) Personnel Planning
- (b) Personnel Policies
- (c) Recruitment
- (d) Training

(e) Management Development

(f) Performance Appraisal

(g) Compensation and Benefit

(h) Strategies