

BUSINESS STRATEGY TEMPLATE

1. Market Assessment

a. The Market Environment

- i. Macro-Economic Trends
- ii. Sector Developments
- iii. Competitive Updates
- iv. Customer Trends

b. Organization

- i. Marketshare and Position Performance
- ii. Economic Achievements
- iii. Captured Growth Opportunities
- iv. Current Strategy Successes & Shortcomings

2. Organizational Analysis

a. Opportunities

- i. SWOT Analysis
- ii. Top 3 - 5 Market Opportunities
- iii. Challenges & Risks
- iv. Capability Gaps

b. Investment Requirements

- i. Product Mix
- ii. Technology Development
- iii. People and Leadership
- iv. Additional Core Capabilities
- v. Financial Projections

c. Competitor Response & Mitigation

3. Business Strategy

a. Business Objectives (2-3 years)

b. Strategic Initiatives

- i. Where to Compete
 - 1. Products
 - 2. Customer Segments
 - 3. Geographies
 - 4. Channels
 - 5. Value Chain & Partnerships
- ii. How to Compete
 - 1. Value proposition
 - 2. Core Capabilities
 - 3. Infrastructure
- iii. Timeline and Milestones

c. Organizational Structure Changes

- i. Product
- ii. Technology
- iii. Marketing & Distribution
- iv. People
- v. Supporting Functions