



# Company ABC

Business & Strategic Plan - Sample  
2018 - 2019



# CONTENT



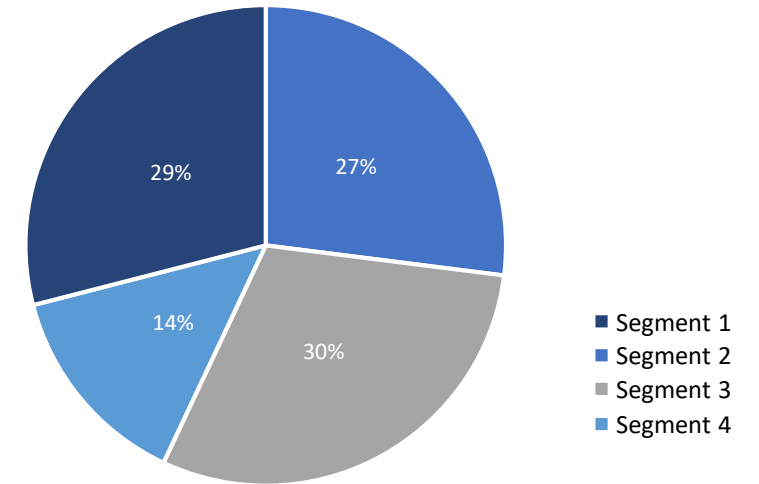
WHAT WE DO		SWOT ANALYSIS
WHAT IS SPECIAL ABOUT US		REVENUE FORECAST
BACKGROUND		OUR HIGH LEVEL GOALS
3 YEAR SALES FORECAST		MARKETING STRATEGIES
HIGH LEVEL GOALS		KEY STRATEGY BY SEGMENT
REVENUE BY MAJOR PRODUCT / GROUP		HUMAN RESOURCE & FINANCE STRATEGIES
NEEDS ANALYSIS		90 DAY PLAN
COMPETITOR ANALYSIS		BUSINESS SUCCESS METRICS
THE TEAM		CONTACT US



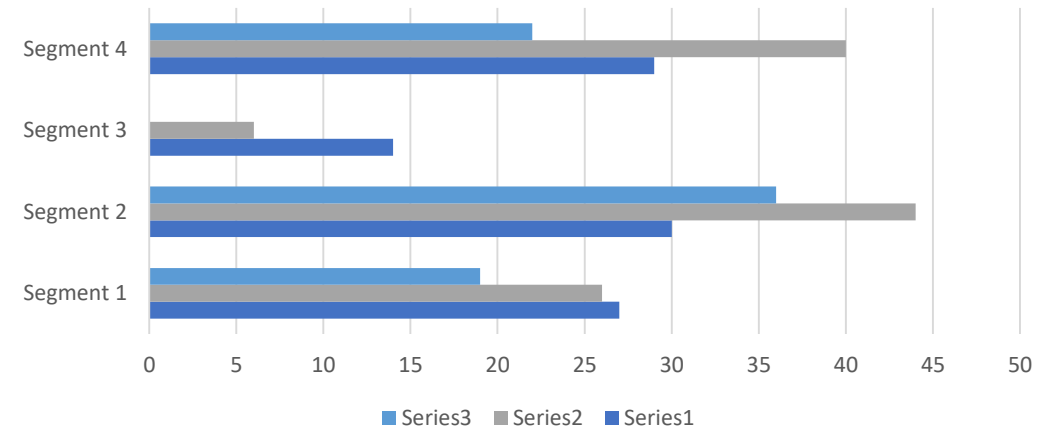
# REVENUE BY MAJOR PRODUCT / GROUP

PRODUCTS/SERVICES	LAST YEAR'S SALES	FORECAST GROWTH 2017	
Segment 1	800,000	10%	880,000
Segment 2	200,000	50%	300,000
Segment 3	450,000	10%	495,000
Segment 1	253,000	0%	253,000
	1,682,000		1,930,000

## PRODUCTWISE REVENUE



## PRODUCTWISE REVENUE



# THE TEAM

The team below are the senior level management responsible for strategic decision and the larger business direction. The team below works closely with their team to ensure we are all working towards a common goal.



**Mary Smith**  
CEO & Founder



**John Smith**  
COO



**Laura Smith**  
Marketing Manager



**Henry Smith**  
Sales Manager



# BUSINESS SUCCESS METRICS

Listed below are the KPI's we will monitor each month to make sure our business stays on track



**This is a sample report  
generated from MAUS  
MasterPlan Lean**

**THANK YOU**



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