

# 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