Strategic Planning Checklist

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| 1. Vision and Mission | |
| Define Vision: | |
|  | What is the long-term goal for your business? |
|  | Example: Become the leading online store for sustainable home goods in Australia. |
| Define Mission: | |
|  | How will you make an impact in the market? |
|  | Example: Offer high-quality, eco-friendly products with exceptional customer service. |
| 2. SWOT Analysis | |
| Strengths: | |
|  | Identify your unique advantages. |
|  | Example: Unique eco-friendly product line. |
| Weaknesses: | |
|  | Acknowledge areas for improvement. |
|  | Example: Limited experience in digital marketing. |
| Opportunities: | |
|  | Look for market trends or customer needs. |
|  | Example: Rising consumer trend towards sustainable living. |
| Threats: | |
|  | Be aware of external challenges. |
|  | Example: Competition from larger retailers in the niche. |
| 3. SMART Goals | |
| Specific: | |
|  | What exactly do you want to achieve? |
|  | Example: Achieve 10% month-over-month sales growth for the next six months. |
| Measurable: | |
|  | How will you track progress? |
|  | Example: Sales data analysis. |
| Achievable: | |
|  | Are your goals realistic? |
|  | Example: Expand product range by the end of Q4. |
| Relevant: | |
|  | Do your goals align with your vision and mission? |
|  | Example: Goals focused on sustainable product offerings. |
| Time-bound: | |
|  | Set deadlines for your goals. |
|  | Example: Sales growth targets set for six months. |
| 4. Strategies and Action Plans | |
| Marketing and Sales Strategies: | |
|  | Example Strategy #1: Launch a targeted social media campaign. |
|  | Example Action Plan: Define target audience, design advertisement creatives, set campaign budget, monitor and adjust based on performance. |
|  | Example Strategy #2: |
|  | Example Action Plan: |
|  | Example Strategy #3: |
|  | Example Action Plan: |
| Product Development and Sourcing: | |
|  | Example Strategy #1: Expand the range of eco-friendly products. |
|  | Example Action Plan: Research market trends, identify potential suppliers, evaluate product quality, plan logistics. |
|  | Example Strategy #2: |
|  | Example Action Plan: |
|  | Example Strategy #3: |
|  | Example Action Plan: |
| Customer Experience and Service: | |
|  | Example Strategy #1: Enhance online customer service experience. |
|  | Example Action Plan: Implement a live chat feature, train customer service team, develop a customer feedback system. |
|  | Example Strategy #2: |
|  | Example Action Plan: |
|  | Example Strategy #3: |
|  | Example Action Plan: |
| Technology and Innovation: | |
|  | Example Strategy #1: Utilise data analytics for business insights. |
|  | Example Action Plan: Implement analytics tools, train team in data interpretation, regularly review data for decision-making. |
|  | Example Strategy #2: |
|  | Example Action Plan: |
|  | Example Strategy #3: |
|  | Example Action Plan: |
| Financial Management and Budgeting: | |
|  | Example Strategy #1: Optimise costs and increase profitability. |
|  | Example Action Plan: Review and adjust budgets, identify cost-saving opportunities, forecast revenue and expenses. |
|  | Example Strategy #2: |
|  | Example Action Plan: |
|  | Example Strategy #3: |
|  | Example Action Plan: |
| Partnerships and Networking: | |
|  | Example Strategy #1: Build partnerships with eco-friendly brands. |
|  | Example Action Plan: Identify potential partners, network at industry events, negotiate partnership terms. |
|  | Example Strategy #2: |
|  | Example Action Plan: |
|  | Example Strategy #3: |
|  | Example Action Plan: |
| 5. Monitor and Review | |
| Regular Monitoring: | |
|  | Track progress using analytics tools. |
|  | Example: Monitor customer engagement and sales trends. |
| Adapt and Review: | |
|  | Be ready to adjust strategies as needed. |
|  | Example: Reassess underperforming products and adapt marketing strategies. |