



COMPANY

DATE

Describe your business

Who are you targeting?

Strengths

Opportunities

- 1.
- 2.
- 3.

Threats

- 1.
- 2.
- 3.

Weaknesses

Opportunities

- 1.
- 2.
- 3.

Threats

- 1.
- 2.
- 3.

What is your business objective?

Why is it important to your business?

How will you achieve it?

When will you do this?

How will you remain on budget?

How will you measure success?