

## BUSINESS PLANS ONLINE

### The 3 components of a strategic analysis:

#### I) Strategic Area (e.g. Finance, Marketing, Legal, Technology, ....)



- a) **Organization:** of this functional area and related personnel in charge
- b) **Objective(s):** Short (1year) , medium (1-3) and long-term (>3 years)

#### II) Strategic issue(s)



Outline top **1-5 key issues** to achieve **objectives in I b)**

#### III) Activities (=Analysis & Actions)



for EACH ACTIVITY

- a) **Analysis:** Description of analysis performed on related strategic **issues(s) in II)**
- b) **Conclusions & Actions:** What to do & why - as a result of analysis above
- c) **Documentation:** Upload completed templates, contracts, reports, videos & or other supporting documentation