

Strategic / *Plan*

LET'S MAP OUT A STRATEGY FOR OUR ONLINE BUSINESS

Overview

Write the salient points of your strategic plan to encapsulate this document.

Tip: Complete this section last to ensure that everything essential is included.

Current State

A SNAPSHOT OF WHERE WE ARE

The Landscape

	Our Company	Our Main Competitor
Offerings	Add products or services	
Market Share	Identify the percentage of the company's sales revenue in the industry	
Impact	Describe any qualitative impact of the company in the industry	

Our Current Position

Strengths	Weaknesses
<ul style="list-style-type: none">• List down what you do well in• Add as many as applicable	<ul style="list-style-type: none">• Enumerate areas for improvement• Add as many as you can think of
Opportunities	Threats
<ul style="list-style-type: none">• Document any helpful external factors• Include trends, economic developments, or any favorable conditions	<ul style="list-style-type: none">• Write down potential threats that are out of your control• Social factors, climate issues, and rising costs are some examples

Future State *Plan*

A VISION OF WHERE WE WANT TO BE

Our Vision

Phrase your vision as a "To be..." statement. Be ambitious yet realistic!

Our Objectives

- Add measures of success
- They can be quantitative or qualitative

Strategic Plan

A ROADMAP SHOWING HOW WE GET THERE

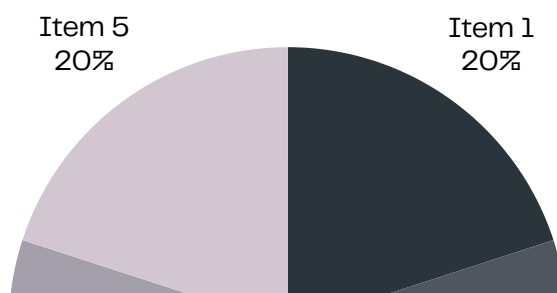
Strategic Goals

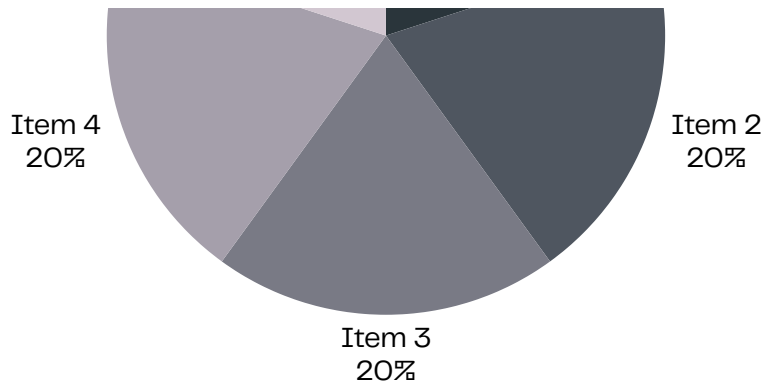
1. Add your goals here
2. Make them specific, measurable, achievable, relevant, and time-bound

e-Commerce Implementation Plan

	Month 1	Month 2	Month 3	Month 4
Add a main task	Indicate the milestone for this period	Indicate the milestone for this period	Indicate the milestone for this period	Indicate the milestone for this period

Budget Allocation





Marketing Plan

A. Unique Selling Proposition (USP): Identify what makes your brand stand out from the competition

B. Key Messages

- Articulate your USP in a way that connects with your intended audience
- These phrases or sentences will frame your brand's positioning
- They will also become the basis of your marketing materials

C. Digital Marketing Platforms

	Purpose	Budget	Metrics
Facebook	Brand Awareness	\$XXX.XX	Likes and followers
Instagram	Promotions	\$XXX.XX	Online sales
TikTok	Community Building	\$XXX.XX	Engagement

Conclusion

With the extensive research, honest analysis, realistic projections, and careful plans in this document, we are confident with our strategy and excited to reach our goals!

Prepared by:	
Approved by:	
Date: MM/DD/YYYY	