

Strategic business development plan tool

The **Strategic business development plan** tool will help ensure that your business continues to grow. It is an essential work tool for owner-transferors, successor(s), consultants and financial advisors.

The purposes of this tool are to help you to:

- clarify the needs of your business from a global perspective;
- define your visions of the future of the business;
- review the *raison d'être* of the business;
- review the distribution of roles and responsibilities within the business;
- inspire employees to share a common vision;
- set business development priorities;
- discuss the future of the business with your successor(s);
- reduce the gaps between your vision of business development and that of your successor(s);
- provide a business development framework.

Instructions:

1. Draft the strategic development plan on your own.
2. Ask the people you are considering as potential successor(s) to do the same exercise.
3. Individually determine the financial resources required by the development plan.
4. Share your respective plans.
5. Make a list of priorities based on your discussions.
6. Implement a follow-up schedule.
7. Review this plan as often as possible.

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STRATEGIC BUSINESS DEVELOPMENT PLAN

Business vision

What will the business look like in five years?

Sales figure: _____

Location: _____

Number of employees: _____

Business positioning: _____

Other aspects: _____

Business mission

Why does the business exist?

What are its *raison d'être* and its contribution to society?

The mission of the business is: _____

Values

Which behaviours and attitudes does the business promote?

The values are: _____

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Products or services

Which are offered to clients?

Products: _____

Services: _____

Products or services

Which are offered to business partners?

Products: _____

Services: _____

Current work organization

How are tasks divided among individuals (who does what)?

NAME	POSITION	ROLE AND RESPONSIBILITIES

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Target market

What is the profile of the target clientele?

Description: _____

Clientele

Who are the main clients?

MAIN CLIENTS	NEEDS IN TERMS OF PRODUCTS OR SERVICES
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Geographical distribution

Local: _____

Regional: _____

Provincial: _____

National: _____

U.S.: _____

International: _____

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Strengths

What sets this business apart (internally and externally) and enables it to maintain its positioning?

Distinguishing strengths (internal and external): _____

Weaknesses

What are the business's weaknesses (internal and external)?

Weaknesses, internal and external: _____

Business opportunities

Current or foreseeable business opportunities (market, competition, etc.)?

Opportunities identified: _____

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Threats

What are the existing or foreseeable threats in the business environment (workforce, competitor, currency fluctuations, etc.)?

Threats identified: _____

Trends

What trends appear to be gaining ground and will require follow-up or adjustment?

What trends could the business set?

Revealing trends: _____

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PRIORITIES STEMMING FROM THE STRATEGIC PLAN

Taking into account the preceding statements, what priorities are key to the development of the business?

Priorities:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Timeline for achieving these priorities and the person responsible for the follow-up

PRIORITY	TARGET DATE	PERSON IN CHARGE
1.		
2.		
3.		
4.		
5.		