

# 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:

- clarify the needs of your business as part of an overall perspective;
- define your vision of the future of the business;
- review the *raison d'être* of your business;
- review the distribution of tasks, roles and responsibilities within the business;
- mobilize 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.

# Strategic business development plan

## **Business vision**

What will the business look like in five years?

Sales: \_\_\_\_\_

Location: \_\_\_\_\_

Number of employees: \_\_\_\_\_

Business positioning: \_\_\_\_\_

Other aspects of the vision: \_\_\_\_\_

## **Business mission**

Why does the business exist?

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

The mission of the business is: \_\_\_\_\_

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## **Values**

Which behaviours and attitudes does the business promote?

The values are: \_\_\_\_\_

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# Strategic business development plan

## Products or services

Which are offered to clients?

Products: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Services: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Products or services

Which are offered to business partners?

Products: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Services: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Current structure

How are tasks divided (who does what)?

NAME	FUNCTIONS	ROLES AND RESPONSIBILITIES

# Strategic business development plan

## Target market

What is the profile of the target clientele?

Description of the profile: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Clientele

Who are the main business clients?

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

Geographical distribution

Local: \_\_\_\_\_

Regional: \_\_\_\_\_

Provincial: \_\_\_\_\_

National: \_\_\_\_\_

U.S.: \_\_\_\_\_

International: \_\_\_\_\_

# Strategic business development plan

## Strengths

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

Distinguishing strengths (internal and external): \_\_\_\_\_

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## Weaknesses

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

Weaknesses, internal and external: \_\_\_\_\_

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## Business opportunities

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

Opportunities identified: \_\_\_\_\_

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# Strategic business development plan

## 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?

Opportunities identified: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Strategic business development plan

## 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. \_\_\_\_\_

Deadline to achieve these priorities and the person responsible for the follow-up

PRIORITY	DEADLINE	PERSON RESPONSIBLE
1.		
2.		
3.		
4.		
5.		