Strategic Plan

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

Executive Summary

Begin typing your executive summary paragraph here. This paragraph should ***not*** be indented. It should range between 150 and 250 words. After typing your abstract there should be a page break and the body of the paper will begin on the next page. This should be accurate, nonevaluative, readable, and concise. This is the most important single paragraph in this paper. Tell the reader what the paper will do. This paper will analyze xyz….

Name of company

**Company Overview (stock ticker symbol)**

Hit the tab key one time to begin the main body of the paper. Although the abstract is not indented, the paragraphs of the main document are indented. The computer will wrap your text for you based upon the margin settings established by this document template. It is not necessary for you to hit the enter or return key at the end of a line of text. Only hit the enter key (one time) when you reach the end of a paragraph.

Then hit the tab key to indent and then continue typing the paper. In APA any source that you use in your paper must have an in-text citation. In APA these citations include the author’s last name and the year of the publication in parentheses (Barrett, 2002). If the source you are using does not identify an author, use a shortened version of the source title rather than the author name (“E-Portfolios for Education,” 2006).

**Company History**

Begin writing here…..

**Products and or Services**

Begin writing here……

**Operations**

Begin writing here…….

**Vision**

Begin writing here…….

**Mission Statement**

Begin writing here…….

**Corporate Values & Culture**

Begin writing here…….

**Strength, Weaknesses, Opportunities, & Threats (SWOT) Anlysis**

Begin writing here…….

**Competition**

Begin writing here…….

**Management team/Leadership**

Begin writing here…….

**Financial Outlook**

Begin writing here…….

**Strategies**

Begin writing here…….

# Conclusion

Begin writing here……

References

Lastname, C. (2008). Title of the source without caps except Proper Nouns or: First word after colon. *The Journal or Publication Italicized and Capped*, Vol#(Issue#), Page numbers.

Lastname, O. (2010). Online journal using DOI or digital object identifier. *Main Online Journal Name*, Vol#(Issue#), 159-192. doi: 10.1000/182

Lastname, W. (2009). If there is no DOI use the URL of the main website referenced. *Article Without DOI Reference*, Vol#(Issue#), 166-212. Retrieved from <http://www.mainwebsite.org>