Strategic Plan Outline for American Airlines

I. Company Summary

* Vision
* Mission
* History

II. Executive Summary

* Target market
* Financial trends
* Goals
* Board of directors overview
* Substitutes
* Business model
	+ Current
	+ Future
* Corporate social responsibility analysis
* Sustainable development analysis

III. Market Analysis

* SWOT
	+ Strengths
	+ Weaknesses
	+ Opportunities
	+ Threats
* Global trends

IV. Strategies

* Strategic Group Map
* Functional strategy formulation
	+ Marketing strategy
	+ Operations strategy
	+ Research and development strategy
	+ Human resources strategy
	+ Financial strategy
	+ Information system strategy
* Competitive advantage
	+ Current
	+ Future

V. Strategy Implementation

* Growth tactics
* Partnerships
* General organization resources
	+ Differentiation
* Resource allocations
* Recruitment strategy

VI. Recommendations

* Revised vision
* Revised mission
* Suggested corporate social responsibility tactics
* Suggested sustainable development tactics