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