Strategic Plan (Conclusion Section)

Conclusion/ Implementation
Recommendations
 Management (HR, Training, Staffing, etc…)
 Marketing (Branding, products, customer engagement)
 Accounting (global accounting standards)
 Finance (use of funds)
 International (global expansion, exchange rates)
 Law/legal (protection, copyright)
 MIS (technology, use of new technology)
Where will the company be 3 years from now
 Creative Ideas (that just might work)
 Outside the box strategic thinking (calculated decision making)
 New ways of working with employees/customers (unique new ways)
 Partnering with other stakeholder groups or companies (in or outside our industry)
 Always looking for new revenue streams
 Innovations/Differentiation that will drive the future
 New competitive ways
Monitoring and Controlling the new present environment and internal company
 Continued surveys of the environment/company
 Real-time feedback on the Implementation

Basically the future of the company based on our analysis
New potential areas for business growth/market share increase/profit
New Technologies
Timing Matters
New Ways of Training
Market Education of Customers/or Customer and Product development
Avoiding Past Mistakes (Our or others)
First vs. Second Mover advantages