**Dodge Motor Company Strategic Plan Outline**

Section 1. Executive Summary: A comprehensive summary of the sections below. This will allow any interested party to quickly understand the overall strategic direction of our firm.

Section 2. Company Mission/Vision: This section lays out our firm’s culture and how we want the outside world to view our firm. Our mission will serve as a guide to help employees make the correct decisions that align with our vision and goals for the firm.

Section 3. SWOT Analysis: Details where our firm is performing well, as well as where we have room to grow and capitalize on opportunities.

Section 4. Goals: Clearly setting the goals of our firm offers a road map to our future successes. We will highlight our short-term goals that must be realized within a year that will set us on the proper path to achieving our long-term goals.

Section 5. Key Performance Indicators: Regularly evaluating KPIs will allow us to monitor our firm’s progress and make the needed adjustments to reach our goals.

Section 6. Target Customers: We establish our target customer base and study them in order to formulate the best ways to better serve them. Having a strong understanding of our customers allows us to better attract and retain their business.

Section 7. Industry Analysis and Differentiation: We will closely monitor the trends and growth associated with our market while seeking opportunities to differentiate ourselves from our competition. Differentiating our firm will yield a strong competitive advantage.

Section 8. Team: Having the best and brightest as members on our firm that believe in our mission will allow our firm to prosper and reach our goals.

Section 9. Operations Plan: We will lay out the necessary daily operation activities that will allow us to turn our goals into reality.

Section 10. Marketing Plan: The methods and approaches we will use to reach our desired customer base. We must accurately and effectively relay the value of our firm to the customers in order to obtain their business.