



## D.B.MANAGEMENT STRATEGIC BUSINESS PLAN FORM

Copyright 1998 d.b.management group

### PART ONE: THE COMPANY

1. The Company: A description of the Company as it appears today.

Answer the questions:

- a. Who are we?
- b. What does the business do?
- c. What category of product does it sell?
- d. Is it a service business?
- e. What do we do and why do we do it?
- f. Why was the business started?
- g. What niche or gap in the market does it fill?
- h. What is the business philosophy?
- i. Mission Statement?
- j. Who started the business?
- k. Who is involved in the business?
- l. What extra personnel will the business need?
- m. Where is it located?
- n. Where does it do business?
- o. What is the technology level?
- p. What is the price level?
- q. How do we make our money? .
- r. What is the quality level?
- s. How do we assure that good quality products are sent to our customers?
- t. What are our strengths?

- u. What makes us stand out from the competition?
- v. Why are we offering this service in the marketplace?
- w. Are we sure there is a need?
- x. Is it an unmet need?
- y. What exactly is the specific niche we fill?

## 2. The Customers

- a. What image or position do we want our company to have with the customers?
- b. What is the marketplace?
- c. Is it defined in geographical terms or technological terms?
- d. Who are our customers?
- e. What do we know about them?
- f. What do we do to find out more about them?
- g. Who are our best potential customers and what do we know about them?
- h. In the future, who will be our customers?
- i. Why will they need us?
- j. Why will they want to do business with us?
- k. What do we want them to think of us?
- l. What will they think we can do for them?
- m. Are there any holes in the marketplace?
- n. Who will we be compared to?
- o. How will we show that we can fill our customers' needs?
- p. How will we convince our potential customers of this?

## 3. The Competition

- a. Who is our head to head competition?
- b. What are our competitors' strengths relative to us?
- c. Why will people do business with them instead of us?
- d. How can we counteract their strengths?

- e. How will we be able to break in against long standing current suppliers?
5. Selling:
- a. How will we promote ourselves? Paid advertising? Direct sales force? Reps?
  - b. How will people get to know about us?
  - c. How will our selling be different from our competition?
  - d. How can we force “word of mouth”? Encourage it?
  - e. What will our marketing plan look like? plan.
  - f. Do we need to add to our literature?
  - g. Should we have a newsletter?
  - h. Articles in the trades?
  - i. Mass faxing?
  - j. Internet?
  - k. Do we have an easy way for our customers to talk to us?
  - l. Who could refer potential customers to us?
6. Goals
- a. What are our goals as a business?
  - b. Revenue goals?
  - c. Customer satisfaction? .
  - d. Sales?
  - e. Technology?

## PART TWO

### SALES & MARKETING PLAN

1. Strategy: The basic direction the company will go in.
2. Marketing plan: How will we market our products?
3. Bookings growth: Key customer account plans. Forecast. Tactics.
4. Marcom Plan: Sales tools required.

5. Managing the sales force: What will the sales force look like?
6. Partnerships/ Alliances: Who will we deal with to create more value added?

### PART THREE

#### GROWTH GOALS

1. Where do we want to be in one year? In three years? In five years?
2. What will the company look like then?
3. What would you as the owner want to be doing in one year?
4. Will you still want to be involved or will you be selling it?
5. Including the above information, write a description of Company in the future.

Stonewood Corporate Center  
W175N11117 Suite 202  
Stonewood Drive  
Germantown, WI 53022

Dan Beaulieu, CME, CSE  
Don Dawson

Tel: 262.250.9653  
Fax: 262.250.0562  
e-mail: dbmpcb@aol.com  
www.dbmpcb.com