

Your step-by-step guide to planning, tracking, and scaling your business

Use this template to outline your business growth strategy step by step. Fill in each section with clear, specific details about your goals, market, operations, and financials. Keep your answers focused and actionable – you can refine as you go. This plan should guide your next phase of growth and help keep your team and strategy aligned.

- *Current business overview*
- *Growth goals (summary)*
- *Funding goals (if any)*

Vision Statement

Mission Statement

[illegible]

 SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

 Market Research

Target audience <i>(Demographics, preferences, habits)</i>	
Market trends <i>(Emerging changes or demands)</i>	
Competitive analysis <i>(Top competitors + how you'll stand out)</i>	

 Marketing & Sales Strategy

Marketing channels <i>(Social, email, content, SEO, partnerships)</i>	
Sales strategy <i>(Online, in-store, outbound, promotions)</i>	

 Financial Forecasts

Item	Projected Amount
Revenue	
Expenses	
Profit	
Break-even point	

 Operations & Staffing Plan

Key operational upgrades <i>(Systems, software, inventory)</i>	
Hiring plan <i>(Roles, timeline, training)</i>	

 Milestones & KPIs

Milestone	Target Date	KPI

 Risk Management & Contingency Plans

Risk	Response Plan