

Company Name

LONG TERM GOAL	3-YEAR GOALS(YYYY)		1-YAR GOALS (YYYY)	
<i>Vivid Description</i>				
	<i>Market to Dominate</i>		<i>Key Objectives</i>	
	<i>3 – 5 Year Priorities</i>			
<i>Key Success Factors</i>		<i>Unique Selling Proposition/USP</i>		
		<i>USP Metrics</i>		
			<i>Key Metrics</i>	

SWOT OR 5-FORCES ANALYSIS RESULTS

1		
2		
3		
4		
5		

1		
2		
3		
4		
5		

GOALS (QTR #1 20XX)		GOALS (QTR #2 20XX)		GOALS (QTR #3 20XX)		GOALS (QTR #4 20XX)	
<i>Key Objectives</i>		<i>Key Objectives</i>		<i>Key Objectives</i>		<i>Key Objectives</i>	
<i>Key Metrics</i>		<i>Key Metrics</i>		<i>Key Metrics</i>		<i>Key Metrics</i>	