**XXXX COMPANY – BUSINESS DEVELOPMENT STRATEGY (2024-2026)**

|  |  |  |
| --- | --- | --- |
| **FOUNDATION** | **GOALS, OBJECTIVES AND ACTION ITEMS** | **KEY SUCCESS TARGETS (2026)** |
| **VISION** – *where will our business be in 3 years?*  **MISSION** – *our purpose -**what will we be known for?* | **GOALS –** *what are our 3 year growth goals and objectives? (list 5 to 6 Goals and enabling objectives where relevant)*   1. Goal 1:    1. Objective:    2. Objective: 2. Goal 2:    1. Objective:    2. Objective 3. Goal 3:    1. Objective:    2. Objective 4. Goal 4:    1. Objective:    2. Objective 5. Goal 5:    1. Objective:    2. Objective 6. Goal 6:    1. Objective:    2. Objective | **2026 TARGETS –** *our key (3 year) growth targets will include:*  Total Sales Revenues – xxxx  Total Learners enrolled - xxx  EBITDA - £xx m  Etc… |
| **PRODUCTS AND SERVICES –** what will we sell?   1. **Xxxx** 2. Xxx 3. Xxx 4. Xxx 5. Xxx |
| **STRATEGIC MARKETS** – *which territories / market sectors will target / grow?*  Xxx  Xxx  Xxx | **CRITICAL RESOURCES** – *what resources will we need to achieve our goals?*  Xxx  Xxx  Xxx |
| **COMPETITIVE ADVANTAGE -** *What is our competitive edge? What will drive our profitability ?*  Xxx  Xxx  Xxx | **OPERATIONAL PROCESS -** *what operational activities must we excel at?*  Xxx  Xxx  Xxx | **KEY STRATEGIC ALLIANCES** – *what strategic alliances do we have and need to develop?*  Xxx  Xxx  Xxx |