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

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| **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 – xxxxTotal Learners enrolled - xxxEBITDA - £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?*XxxXxxXxx | **CRITICAL RESOURCES** – *what resources will we need to achieve our goals?*XxxXxxXxx |
| **COMPETITIVE ADVANTAGE -** *What is our competitive edge? What will drive our profitability ?*XxxXxxXxx | **OPERATIONAL PROCESS -** *what operational activities must we excel at?*XxxXxxXxx | **KEY STRATEGIC ALLIANCES** – *what strategic alliances do we have and need to develop?*XxxXxxXxx |