**Strategic Management Plan Outline**

**Famous Footwear**

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1. **Executive Summary**
2. History
3. Vision
4. Growth
5. Mission
6. **Internal Analysis**
7. Strengths
8. Weaknesses
9. **External Analysis**
10. Opportunities
11. Threats
12. Competitors
13. **Strategy and Implementation**
14. Pricing Strategy
15. Distribution Strategy
16. Marketing Strategy
17. **Recommendations and Conclusions**
18. Management
19. Finance
20. Marketing
21. Accounting
22. Human Resources