**Business Strategic Plan Project**

**One Outline example**Every organization conducts research to plan and implement a business idea. This project is designed to provide the foundation for a Strategic plan. The final result of your plan may be in any format you deem useful:

* a written report with supplementary tables and visuals.
* a presentation with visuals (.PPT, Prezi, YouTube, web site, video, newsletter, etc…)

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**Phase 1 – *Planning the Business Enterprise***

**MODULE 1** – Identifying Business Opportunities

* Determine potential international markets for existing or proposed goods and services

**MODULE 2** – Analyzing International Competitors

* Identify domestic and international companies involved in similar business activities

**MODULE 3** – Assessing the Economic-Geographic Environment

* Examine geographic and economic factors that affect the business environment of a nation

**MODULE 4** – Assessing the Social-Cultural Environment

* Research social institutions, customs, traditions, and beliefs influencing business

**MODULE 5** – Assessing the Political-Legal Environment

* Research the influence of government and regulations on business activities

**PHASE 2 – *Organizing for Global Business Activities***

**MODULE 6** – Selecting a Company Structure

* Suggest objectives and an organizational framework for global business operations

**MODULE 7** – Financing Sources for Business Operations

* Project start-up costs and funding sources for international operations

**MODULE 8** – Creating a Management Information System

* Identify needed databases and information systems to facilitate international business activities

**MODULE 9** – Identifying Human Resources for Business Activities

* Gather information on needed personnel for operating an international enterprise

**MODULE 10** – Managing International Financial and Business Risks

* Identify methods for reducing global business risks

**PHASE 3 – *Implementing the Global Market Plan***

**MODULE 11** – Product and Target Market Planning for Foreign Markets

* Identify specific attributes and customer benefits for a proposed international product or service

**MODULE 12** – Designing a Global Distribution Strategy

* Analyze distribution channels and intermediaries for global business operations

**MODULE 13** – Planning a Promotion Strategy

* Suggest advertising messages, media and other promotional activities for an international enterprise

**MODULE 14** – Selecting an International Pricing Strategy

Recommend a pricing strategy based on costs, market demand, competition, and economic environment

**PHASE 4 – *Implementing the Strategic Market Plan***

**MODULE 15** – Determining Financial Results

* Estimate revenue and costs based for international business activities

**MODULE 16** – Measuring International Business Success

* Suggest potential criteria for business accomplishments based on financial results and social contributions