****

**Strategic Plan**

Table of Contents

1. **Executive Summary**
2. **Introduction**
	1. History
	2. Mission Statement
	3. Vision Statement
	4. Values
3. **Products and Services**
	1. Products
	2. Brand Image
	3. Services
	4. Customer Rewards
4. **Internal Environment**
	1. Organizational Structure
	2. Management
	3. Marketing
	4. Finances
	5. Research and Development
5. **External Environment**
	1. Industry Trends
	2. Competitive Environment
	3. Society Trends
6. **Strategies**
	1. Promotion
	2. Distribution
	3. Marketing
	4. Sales
7. **Implementation**
	1. Product Distribution
	2. Advertisements
8. **Conclusion**
	1. Review
	2. Concerns
	3. Recommendations