

Business Growth Masterplan



Your name:

Business name:

Date of plan:



Personal vision for the long-term future

Large empty rectangular box for writing the personal vision.



Notes



Personal goals for the next 12 months



Business vision for the long-term future



Business goals for the next 12 months



Key lessons learned from the previous 12 months



SWOT Analysis





Strategy to get more new clients

A large, empty white rectangular area framed by a light gray border, intended for writing a strategy to get more new clients.



Strategy to improve results from online marketing



Strategy to retain clients and increase frequency of purchase

A large, empty rectangular frame with a light gray border, occupying the majority of the page below the header. It is intended for content related to the strategy mentioned in the header.



Strategy to increase average spend



Critical Success Factors

Formally review progress on this document on these dates:



Paul Green's

ITSUPPORT
marketing