

STRATEGIC APPROACH TO FINANCIAL MODELING

| STRATEGIC FOCUS | | | WORKSHEET TABS (each sheet has history & forecasts) | | | | | | |
|--|--|----------------------------------|--|----|-------------------------|--------------------|-------------------|--------------|-------------|
| | | | Existing Business Focus | | | | Diversification | | |
| | | | WORKSHEET ROW STRUCTURE | | Existing Product Groups | New Product Groups | Modified Products | New Products | Integration |
| | | A | B | Y | Z | | | | |
| A. STRATEGIC FIT | | Fit with Vision | Insert Plan Page No. | | | | | | |
| | | Fit with Mission | Insert Plan Page No. | | | | | | |
| | | Fit with Growth Strategy | Insert Plan Page No. | | | | | | |
| B. MARKETING (PRODUCT/MARKET SCOPE) | | | | | | | | | |
| Existing Products | | Market Analysis | | | | | | | |
| | | Consumer Needs & Attitudes | Insert Plan Page No. | | | | | | |
| | | Market Size & Trend | Insert Plan Page No. | | | | | | |
| | | Life Cycle | Insert Plan Page No. | | | | | | |
| | | Segments | Insert Plan Page No. | | | | | | |
| | | Innovation | Insert Plan Page No. | | | | | | |
| | | Distribution | Insert Plan Page No. | | | | | | |
| | | Competition | Insert Plan Page No. | | | | | | |
| | | SWOT Analysis | Insert Plan Page No. | | | | | | |
| | | Our past plan | Insert Plan Page No. | | | | | | |
| | | Product 1 | | | | | | | |
| | | Existing Markets | Qty | A | | | | | |
| | | | Price | | | | | | |
| | | | Revenue | | | | | | |
| | | | Qty | B | | | | | |
| | | | Price | | | | | | |
| | | | Revenue | | | | | | |
| | | New Markets | Qty | AA | | | | | |
| | | | Price | | | | | | |
| | | | Revenue | | | | | | |
| | | | Qty | BB | | | | | |
| | | | Price | | | | | | |
| | | | Revenue | | | | | | |
| | | Product 2 | Same format as above | | | | | | |
| | | Product 3 etc | Same format as above | | | | | | |
| New Products | | Product X | Same format as above | | | | | | |
| | | | Same format as above | | | | | | |
| Revenue Summary | | | Revenue | | | | | | |
| | | | % to Product Group | | | | | | |
| | | | % to Total Revenue | | | | | | |
| Priority Summary (insert ABC priority in shaded area) | | | Increase Volume (Qty), Increase Price, Change Mix) | | | | | | |
| Existing Business Focus | | | | | | | | | |
| Existing Products | | Existing Markets | | | | | | | |
| | | New Markets | | | | | | | |
| New Products | | Existing Markets | | | | | | | |
| | | New Markets | | | | | | | |
| New Business Focus | | Modified Products for new uses | | | | | | | |
| | | New Products | | | | | | | |
| | | Integration | | | | | | | |
| Planning | | New Plan | Insert Page No. | | | | | | |
| C. OPERATIONS | | | | | | | | | |
| Product Design | | Change Material Specification | | | | | | | |
| Process Design | | Change Layout | | | | | | | |
| | | Change Processes | | | | | | | |
| | | Change Scale | | | | | | | |
| Human Resources | | Change Quantity & Productivity | | | | | | | |
| | | Change Price | | | | | | | |
| | | Change Skill | | | | | | | |
| | | Outsource | | | | | | | |
| Supply | | Reduce Inventory | | | | | | | |
| | | Improve Price | | | | | | | |
| Overall | | SWOT Analysis | Insert Page No. | | | | | | |
| | | New Plan | Insert Page No. | | | | | | |
| D. INFRASTRUCTURE | | | | | | | | | |
| Overheads | | | | | | | | | |
| Sales Personnel | | Core Items | | | | | | | |
| | | Outsourceable Items | | | | | | | |
| Promotion | | Core Items | | | | | | | |
| | | Outsourceable Items | | | | | | | |
| Occupancy | | Core Items | | | | | | | |
| | | Outsourceable Items | | | | | | | |
| Administration | | Core Items | | | | | | | |
| | | Outsourceable Items | | | | | | | |
| Financial | | Core Items | | | | | | | |
| | | Outsourceable Items | | | | | | | |
| Asset Utilisation | | Core Items | | | | | | | |
| | | Outsourced Items | | | | | | | |
| Overall | | SWOT Analysis | Insert Page No. | | | | | | |
| | | New Plan | Insert Page No. | | | | | | |
| E. SUMMARY PLAN | | | | | | | | | |
| | | Priority Assessment (insert ABC) | A. Strategic Fit | | | | | | |
| | | | B. Marketing (Product/Market) | | | | | | |
| | | | C. Operations | | | | | | |
| | | | D. Infrastructure | | | | | | |
| | | New Plan | Insert Page No. | | | | | | |
| | | Funding Requirement | Insert Page No. | | | | | | |
| | | Risk Analysis | Insert Page No. | | | | | | |