



Strategic Plan Template

Contractor Business Boot Camp

Session 4

Beliefs and Values

Some things we believe about our company are:

- _____
- _____
- _____
- _____
- _____

Our core Values are (word(s), then short description):

- _____
- _____
- _____
- _____
- _____

Strengths (top Five)

1.

2.

3.

4.

5.

Weaknesses (top Five)

1.

2.

3.

4.

5.

Opportunities (top Five)

1.

2.

3.

4.

5.

Threats (top Five)

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

Market Analysis

The characteristics of the market in which we compete are:

- _____
- _____
- _____
- _____
- _____

Competitive Analysis

Analysis of top 2-3 competitors and how you win against them:

1.

2.

3.

Our ideal (sweet spot) project

- **Financial Characteristics (size, margin, etc.):**

- **Type of work:**

- **Other characteristics** (type/% self-perform, CMAR, bid, negotiated, etc.):

- **Why this is our ideal project and how we will find and pursue them:**

Financial Plan

	<u>Actual</u> 2020	<u>Projected</u> 2021
Backlog Entering the Year		
Sales		
Total Revenue		
Total Costs		
Total Cost (% of Revenue)		
Gross Profit		
Gross Profit (% of Revenue)		
G&A Expenses		
G&E Expenses (% of Revenue)		
Net Profit		
Net Profit (% of Revenue)		

