

Acme Corporation : Strategic Plan 2014-2016 Road Map

Objectives & Organization Goals	Short Term Items (FY16)	Mid Term Items (FY17-FY18)	Long Term Items (FY19-FY20)
1 Financial Sustainability: Grow our business in a responsible and controlled way to increase revenue by 30% year-over-year for the next 3 years while maintaining a 20% net profit margin each year.			
1.1 Generate sales of \$1.5 million by the end of the year.	✓	✓	✓
1.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development.	✓		
1.3 Increase average billable hour factor.	✓		
2 Best in class experience.			
2.1 Improve customer satisfaction, evidenced by 97% customer satisfaction score.	✓		
3 Professional Services: To be the professional partner of choice.			
3.1 Professional Service: Acquire 10 new consulting clients at \$10,000+ per month.	✓		
3.2 Industry Expertise: Be rated among the Top 10 fastest growing tech companies in 2016.	✓		
4 Maintenance Contracts: To be viewed as the top technology resource in the western region.			
4.1 Maintain 85% of our current customers.	✓		
4.2 Achieve an average of a 9 point satisfaction score on exit surveys.	✓		
4.3 Maintenance Contracts: Acquire an average of 7 new maintenance contracts per month	✓		
4.4 Licensing: Acquire 3,000 total licenses by the end of the year.	✓		
5 Innovation/Product Development: Continue to develop technology innovation.			
5.1 Launch integration with 4 other applications.	✓		
6 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.			
6.1 Set up computers to be accessed from any destination.			
6.2 Define all procedures and process in writing in order to support projected growth.			
6.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.	✓		
7 Training: Actively help our team to develop and grow professional and personally by supporting a			

flexible work life, providing intellectually engaging work, and fair compensation.

7.1 Train sales people in best practices			
7.2 Develop better communication and presentation skills to increase ability to work with and assist clients.			
8 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages.			
8.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue.			