

# ACME CORPORATION : ROAD MAP

## STRATEGIC PLAN 2014-2016

STRATEGIC OBJECTIVES & ORGANIZATION GOALS	SHORT TERM ITEMS (FY16)	MID TERM ITEMS (FY17-FY18)	LONG TERM ITEMS (FY19-FY20)
<b>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.</b>			
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.	✔		
<b>2 Professional Services: To be the professional partner of choice.</b>			
2.1 Professional Service: Acquire 10 new consulting clients at \$10,000+ per month.	✔		
2.2 Industry Expertise: Be rated among the Top 10 fastest growing tech companies in 2016.	✔		
<b>3 Maintenance Contracts: To be viewed as the top technology resource in the western region.</b>			
3.1 Maintain 85% of our current customers.	✔		
3.2 Achieve an average of a 9 point satisfaction score on exit surveys.	✔		
3.3 Licensing: Acquire 3,000 total licenses by the end of the year.	✔		
3.4 Maintenance Contracts: Acquire an average of 7 new maintenance contracts per month	✔		
<b>4 Innovation/Product Development: Continue to develop technology innovation.</b>			
4.1 Launch integration with 4 other applications.	✔		
<b>5 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.</b>			
5.1 Set up computers to be accessed from any destination.			
5.2 Define all procedures and process in writing in order to support projected growth.			
5.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.	✔		
5.4 Police to prevent blocking box.	✔	✔	
<b>6 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.</b>			
6.1 Train sales people in best practices	✔		
6.2 Develop better communication and presentation skills to			

increase ability to work with and assist clients.

**7 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages.**

7.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue.

