

# ACME CORPORATION TECHNOLOGY: STRATEGIC PLAN

## FOUNDATION

### Our Mission

The mission of Acme Corporation Technology is to create technology solutions for forward-thinking organizations.

### Our Core Values

**Purpose & Growth** - our foundation is built on our purpose and provides a place for our team's passion

**Client Focus** - a razor-sharp focus on our customer's growth is essential and the only way to succeed.

**Integrity** - to have honesty and respect for all individuals.

**Leadership** - to empower and inspire entrepreneurial leaders.

**Professionalism** - to be professional in our actions to our clients, partners and each other.

**Excellence** - to continually pursue knowledge and learn.

**Community Service** - to effectively help organizations to make an impact.

**Fun** - to have enjoyment and fulfillment in our work.

## COMPETITIVE ADVANTAGES

### What we do best

Reoccurring revenue that is scalable

Assets and software products in place outside our services

Innovative in marrying business process with technology

Business Network - domestic and international

Patented Intellectual Property - interactive, integrated web-based

## MAJOR EMPHASIS IN 2013

### How we will get there

Organization-Wide Focus:

2010 - Lay the foundation for the organization.

2011 - Execute a market penetration strategy to increase top line.

2012 - Standardization of all processes.

2013 - Develop the infrastructure to prepare for high growth.

Organization's Focus for 2012:

- Low Cost Provider

- Customer Intimacy

- Product Leadership

## OBJECTIVES AND ORGANIZATION GOALS

### Financial

#### 1 Revenue Growth: Grow our revenue by 30% each year

- 1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books)
- 1.2 Increase average billable hour factor. (Source: Time-tracking Program)

#### 2 Productivity Improvement: Maintain a 20% Net Profit Margin

- 2.1 Maintain profitability with a budget allocation of 50% for business re-investment for product development.
- 2.2 Maintain profitability with a budget allocation of 25% for cash reserves.
- 2.3 Maintain profitability with a budget allocation of 25% for profit sharing

### Programs/Services

#### 3 Current Customers: To be viewed as the valued and effective technology resource in the western region

- 3.1 Licensing: Acquire 1,000 total licenses by the end of the year.
- 3.2 Maintenance Contracts: Acquire an average of 5 new maintenance contracts per month
- 3.3 Provide new service packages to help clients achieve more success.
- 3.4 Develop understanding of technological issues had by existing customers.

#### 4 New Customers: Increase new customer base by being viewed as the professional partner of choice.

- 4.1 Reach a 15% annual increase in new customers over the next 2 years.
- 4.2 Professional Service: Acquire 3 new consulting clients (of \$5K+) per month.

### Internal Operations

#### 5 Administrative Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.

- 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.

#### 6 Sales/Marketing: Consistently communicate our value proposition across all mediums and increase awareness of our organization.

- 6.1 Attract: Increase the overall traffic to website by 20% (ended 2011 at 145,000 monthly unique visits).
- 6.2 Convert: Increase the number of leads who become customers from 20% to 25%.
- 6.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.

#### 7 Innovation/Product Development: Continue to develop technology innovation.

- 7.1 Launch integration with 2 other applications
- 7.2 Complete and launch the API
- 7.3 Launch a mobile app (ipad & iphone).

### People/Leadership

#### 8 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.

- 8.1 Create technology library and resource center
- 8.2 Train sales people in best practices
- 8.3 Develop better communication and presentation skills to increase ability to work with and assist clients.

#### 9 Culture: To align incentives and employee rewards with staff performance.

- 9.1 Increase the number of innovative ideas through an incentive program.

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

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

#### 11 Long Term Strategic Objective (No assignment, far reaching and broad based, 3-5 years out) [\*\*Sample Goal Cascading\*\*]

- 11.1 Organizational Goal (Corporate-wide, generally not assigned, 18-24 months) [\*\*Sample Goal Cascading\*\*]

## KEY PERFORMANCE INDICATORS

### How we measure success

Measure	Target
\$ in sales	\$1,000,000
\$ per billable hour.	\$200
# of new licenses	1,000
# of new maintenance contracts	5
% complete	100%
Total visits	174,000

## VISION

### What our Organization looks like

To be known as the technology experts and resource center for small to medium-sized organizations.

## IMPLEMENTATION

### How we make strategy a habit

Appoint a strategic plan manager

Hold people accountable (now that they are able)

Put in place an incentive compensation plan

Coach for achievement

Empower managers

Hold effective strategy meetings - first Mondays

Hold annual retreat - second week in December