



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. Eor
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