

Acme Corporation Technology : Strategic Plan Road Map

Objectives & Organization-Wide Goals	Short Term Goals (2013)	Mid Term Goals (2014-2015)	Long Term Goals (2016-2017)
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)	✓		
2 Productivity Improvement: Maintain a 20% Net Profit Margin each year			
2.1 Maintain a 20% profit margin in 2013.			
2.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development.	✓		
2.3 Increase average billable hour factor. (Source: Time-tracking Program)	✓		
3 Licensing: Be viewed as the valued online resource			
3.1 Licensing: Acquire 1,000 total licenses by the end of the year.	✓		
3.2 Develop understanding of technological issues had by existing customers.	✓		
4 Maintenance Contracts: To be viewed as the top technology resource in the western region.			
4.1 Maintenance Contracts: Acquire an average of 5 new maintenance contracts per month	✓		
4.2 Maintain 75% of our current customers.	✓		
5 Professional Services: To be the professional partner of choice.			
5.1 Professional Service: Acquire 2 new consulting clients \$10,000+ per month.	✓		
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 25% from 2012 by comparing against the same month of the previous year (ended 2012 at 145,000 monthly unique visits).	✓		
6.2 Acquire: Increase rate of visit to lead from .41% to 1%.			
6.3 Convert: Increase the number of leads who become customers from 20% to 25%.	✓		
7 Innovation/Product Development: Continue to develop technology innovation.			
7.1 Launch integration with 2 other applications	✓		
7.2 Complete and launch the API	✓		
8 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.			
8.1 Set up computers to be accessed from any destination.	✓		
8.2 Define all procedures and process in writing in order to support projected growth.	✓		
8.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.	✓		
9 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.			
9.1 Train sales people in best practices	✓	✓	
9.2 Develop better communication and presentation skills to increase ability to work with and assist clients.	✓		
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**]	✓	✓	