

Strategic Plan

Administration: Action Plan - Summary

Date Revised: December 3, 2013

Priority	Goals	Who	Start Date/End Date	Target, Measure	% Complete/YTD	Status/Variance
Organization Goals I Lead						
High	1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books)	Administration	01/01/13 12/31/13	\$1,000,000 \$ in sales	\$969,000	 \$-31,000 As of 12/03/13
High	2.1 Maintain a 20% profit margin in 2013.	Administration		100% % Complete	25%	 As of 09/24/13
Normal	2.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development.	Administration	01/01/13 12/31/13	50% % for product development	30%	 As of 11/05/13
Normal	2.3 Increase average billable hour factor. (Source: Time-tracking Program)	Administration	01/01/13 12/31/13	\$200 \$ per billable hour.	\$125.56	 \$-74.44 As of 10/24/13
Normal	8.1 Set up computers to be accessed from any destination.	Administration	01/02/13 12/31/13	5 # of computers set up each year	100	 As of 12/03/13
Normal	8.2 Define all procedures and process in writing in order to support projected growth.	Administration	04/01/13 12/31/13	100% % of process in writing.	50%	 As of 09/24/13
Normal	10.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue.	Administration	01/01/13 12/31/14	15% % of license revenue	35%	 As of 08/07/13
My Goals						
Normal	1.1.1 Software Licenses: Generate \$300,000	Administration	01/01/15 12/31/15	\$300,000 \$ generated	\$123,455	 \$-176,545 As of 09/24/13
	2.1.1 Maintain a 20% profit margin in 2013.	Administration	12/31/13	20% % profit margin	0%	 As of 11/18/13
Normal	4.2.2 Develop a competitive analysis survey for our market.	Administration	06/01/13 12/31/13	100% % Complete	114.50%	 14.50% As of 09/24/13
Normal	8.3.2 Write 2 newsletters per month.	Administration	01/01/13 12/31/13	2 # of newsletters	1.80	 -0.20 As of 09/24/13

Administration: Action Plan - Detail

Priority	Objectives, Goals & Action Items	Who	Start Date/End Date	Target, Measure	% Complete/YTD	Status/Variance
1 Revenue Growth: Grow our revenue by 30% each year						
High	1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books)	Administration	01/01/13 12/31/13	\$1,000,000 \$ in sales	\$969,000	→ \$-31,000 As of 12/03/13
Normal	1.1.1 Software Licenses: Generate \$300,000	Administration	01/01/15 12/31/15	\$300,000 \$ generated	\$123,455	✓ \$-176,545 As of 09/24/13
	1.1.1.1 Secure 20 new license contracts quarterly.	JoAnne Rogers	01/01/13 12/31/13	80 # of new license contracts	50	→ As of 12/02/13
Normal	1.1.2 Maintenance Contracts: Generate \$500,000 in maintenance contracts	Sales/Marketing	01/01/13 12/31/13	\$500,000 \$	\$50,000	→ \$-450,000 As of 09/24/13
Normal	1.1.3 Professional Consulting: Generate \$200,000 in web design consulting	Customer Service	01/01/13 12/31/13	200,000 \$	25,000	✓ -175,000 As of 01/30/13
2 Productivity Improvement: Maintain a 20% Net Profit Margin each year						
High	2.1 Maintain a 20% profit margin in 2013.	Administration		100% % Complete	25%	! As of 09/24/13
	2.1.1 Maintain a 20% profit margin in 2013.	Administration	12/31/13	20% % profit margin	0%	→ As of 11/18/13
Normal	2.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development.	Administration	01/01/13 12/31/13	50% % for product development	30%	→ As of 11/05/13
Normal	2.3 Increase average billable hour factor. (Source: Time-tracking Program)	Administration	01/01/13 12/31/13	\$200 \$ per billable hour.	\$125.56	→ \$-74.44 As of 10/24/13
4 Maintenance Contracts: To be viewed as the top technology resource in the western region.						
High	4.2 Maintain 75% of our current customers.	Customer Service	01/01/13 02/01/13	85% % increase in customer base annually	85%	✓ As of 09/24/13
Normal	4.2.1 Implement marketing campaign to draw in new markets. <i>Comments on Status: 10/1/13 Comment</i>	Sales/Marketing	01/01/13 12/31/13	100% % completed	60%	→ As of 11/22/13
Normal	4.2.1.1 Research and identify 6 opportunities in new markets that company could expand into. (Joanne & Tracy)	JoAnne Rogers	01/20/13 06/30/13	100% % complete	100%	✓ As of 09/24/13
Normal	4.2.2 Develop a competitive analysis survey for our market.	Administration	06/01/13 12/31/13	100% % Complete	114.50%	! 14.50% As of 09/24/13

8 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.

Normal	8.1 Set up computers to be accessed from any destination.	Administration	01/02/13 12/31/13	5 # of computers set up each year	100	 As of 12/03/13
Normal	8.1.1 Purchase necessary software/hardware or make arrangements with an internet service provider for virtual access.	IT Group	01/01/13 12/31/13	100% % complete	55%	 As of 09/24/13
Normal	8.2 Define all procedures and process in writing in order to support projected growth.	Administration	04/01/13 12/31/13	100% % of process in writing.	50%	 As of 09/24/13
Normal	8.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.	Sales/Marketing	01/01/13 12/31/13	100% % complete	33	 As of 09/24/13
Normal	8.3.2 Write 2 newsletters per month.	Administration	01/01/13 12/31/13	2 # of newsletters	1.80	 -0.20 As of 09/24/13

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

Normal	10.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue.	Administration	01/01/13 12/31/14	15% % of license revenue	35%	 As of 08/07/13
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