

# INITIAL STRATEGIC PLANNING FORM

CLASS: \_\_\_\_\_ COMPANY: \_\_\_\_\_  
 COMPANY #: \_\_\_\_\_ PERIOD: \_\_\_\_\_

MISSION	
OBJECTIVES AND GOALS	
STRATEGY	
Target Market	Marketing Mix
	<b>Product:</b>
	<b>Price:</b>
	<b>Promotion:</b>
	<b>Place:</b>