

**Business Plan Review Template**

Use this tool to support your business plan review and planning process. Simply make notes on progress to previous goals and identify your focus for the upcoming year.

**SWOT Analysis**

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis can help you understand how your business is positioned in relation to the market and your competitors, and thus provides verification of strategic/competitive analysis.

*By carefully evaluating your business before creating next year’s business plan, you can start to craft a strategy that helps you distinguish yourself from your competitors. Create an overview of your business today by thinking through the questions to complete the chart below.*

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| --- | --- | --- |
| **Internal Factors** | **Strengths**   * *What advantages does your company have?* * *What do you do better than anyone else?* * *What do people in your market see as your* * *strengths?* | **Weaknesses**   * *What could you improve?* * *What should you avoid?* * *What are people in your market likely to see as weaknesses? Are your competitors doing any better than you?* |
| **External Factors** | **Opportunities**   * *Where are the good opportunities facing you?* * *What are the interesting trends you are aware of?* * *Are social patterns changing in your favour?* * *Can new technologies or markets be exploited?* | **Threats**   * *What obstacles do you face?* * *What is your competition doing?* * *Do you have bad debt or cash-flow problems?* * *Could any of your weaknesses put your*   *business at risk?* |

**Evaluate Business Plan Components**

Use the following evaluation criteria to further assess the key areas of your business plan and ongoing development.

*Remember: Simply make notes on progress to previous goals and identify your focus for the upcoming year.*

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| **Market Review**  *What have your key marketing initiatives been?*  *How does this compare to your original marketing plan?*  *What are the key considerations for the business as you create next year’s marketing plan****?***  *What are the risks identified? And what contingencies have been advised?* | Sales |  |
| Pricing |  |
| Advertising and Promotion |  |
| Competition |  |
|  | | |
| **Operational Review**  *What are your key operational accomplishments during the past year?*  *What areas for improvement still exist? How can your operational priorities contribute best to the success of the business next year?* | Product Quality |  |
| Premises and  equipment *(technology)* |  |
| Human Resources |  |
| Risk Management |  |
|  | | |
| **Management Review**  *Are the right people in the right roles?*  *What incentives have been introduced to drive the business (commitment)?*  *What gaps in the team need to be addressed?* | Knowledge, Skills, Abilities |  |
| Advisors |  |
| People Engagement |  |
| Performance |  |