**Business Development Strategy Template**

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| **Business Development Strategy** | | | |
| Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (state the registered name of the company/business initially)  Description: (briefly mention the nature and function of the particular business)  Year: \_\_\_\_\_\_ to \_\_\_\_\_\_ (mention the year for which the strategy is being made) | | | |
| Executive Summary: (Specify the current policies and plans used by the company here) | | | |
| **Production** | **Marketing** | **Financial Strategies** | **Sales Policies** |
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| Areas of Concern: (elaborate the problematic areas that need immediate attention and revision from the market research conducted)  a.  b.  c.  d. | | | |
| New Development Strategies- (After identifying the areas of concern, the necessary course of action needed to be taken in each area must be elaborated in this section) | | | |
| **Operation Strategies (this will be related to the production functions and its improvement)** | **Management Policies (new duties and responsibilities that are designated need to be mentioned here)** | **Marketing Strategies (the new target market and the expected position should be states here)** | **Finance and Sales Policies (The necessary policies to increase profit should be mentioned here)** |
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| Alternative Strategy; (In case of failure of the new development strategy, an alternative or exit strategy must be formulated and mentioned here) | | | |

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