



ACME WIDGET

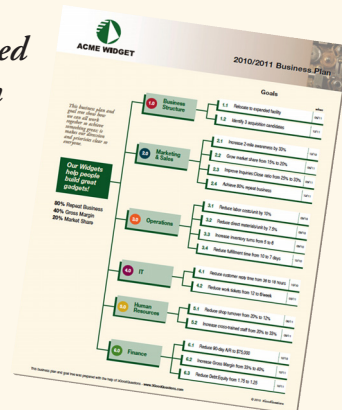
2010/2011 Business Plan

The attached "Goal Tree" is the culmination of approximately 18 hours of comprehensive, focused business planning using Van Mell Associates' "Question-Based Business Planning" process.

The business plan and goal tree show how everyone in your company can all work together to achieve something great; it makes your direction and priorities clear to all involved.

The goal tree is designed to be delivered in a variety of ways for distribution and presentation.

- 8 1/2" x 11" printable PDFs
- Large poster size
- Online (Intranet)



VMA | Van Mell Associates

Board-Level Project Planning
Question-Based Business Planning

A leader should be proud to communicate their plan to all their stakeholders: a goal tree is a proven alternative to bulky "strategic plans." Call Derrick Van Mell at 608-260-9300 to learn more.

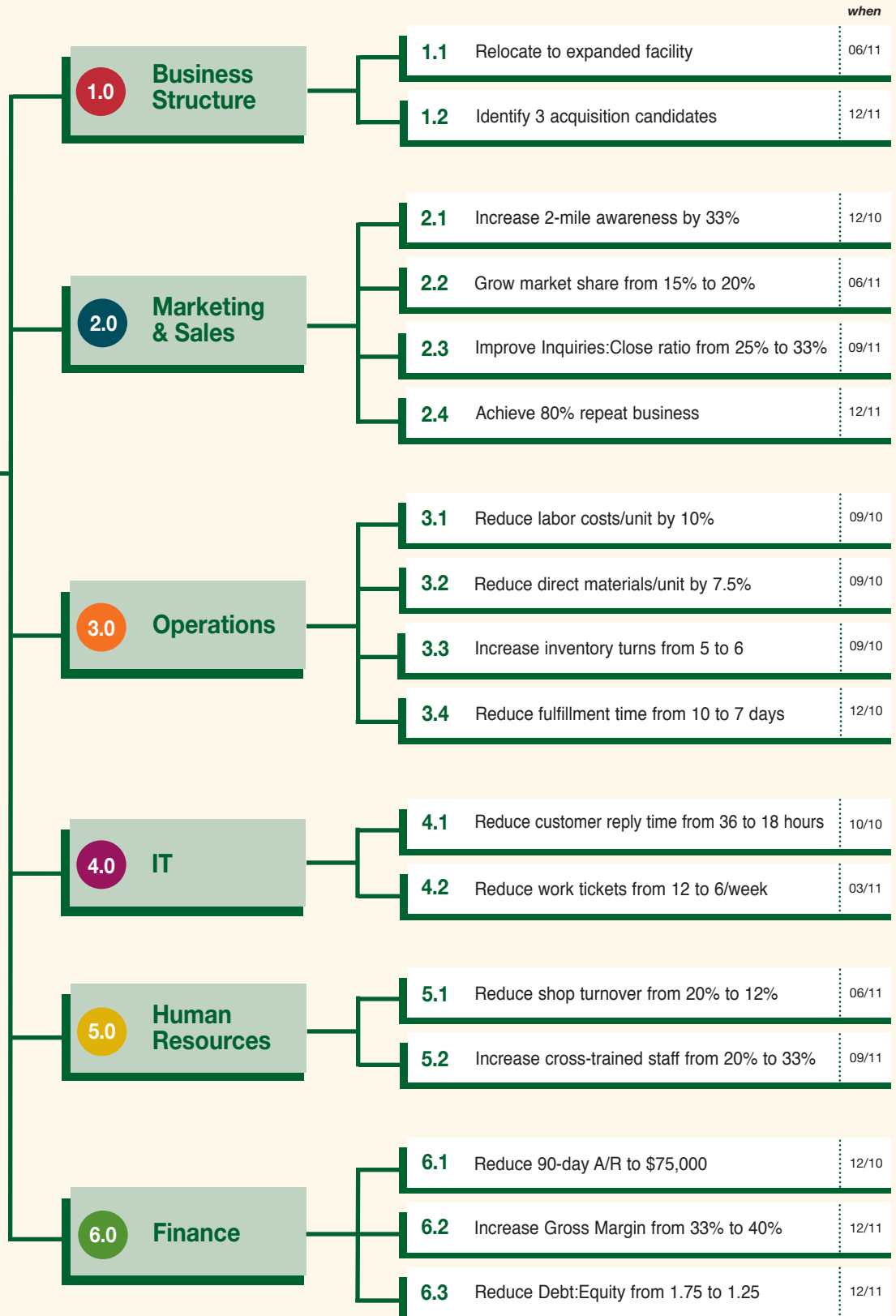


Goals

This business plan and goal tree show how we can all work together to achieve something great; it makes our direction and priorities clear to everyone.

Our Widgets help people build great gadgets!

80% Repeat Business
40% Gross Margin
20% Market Share

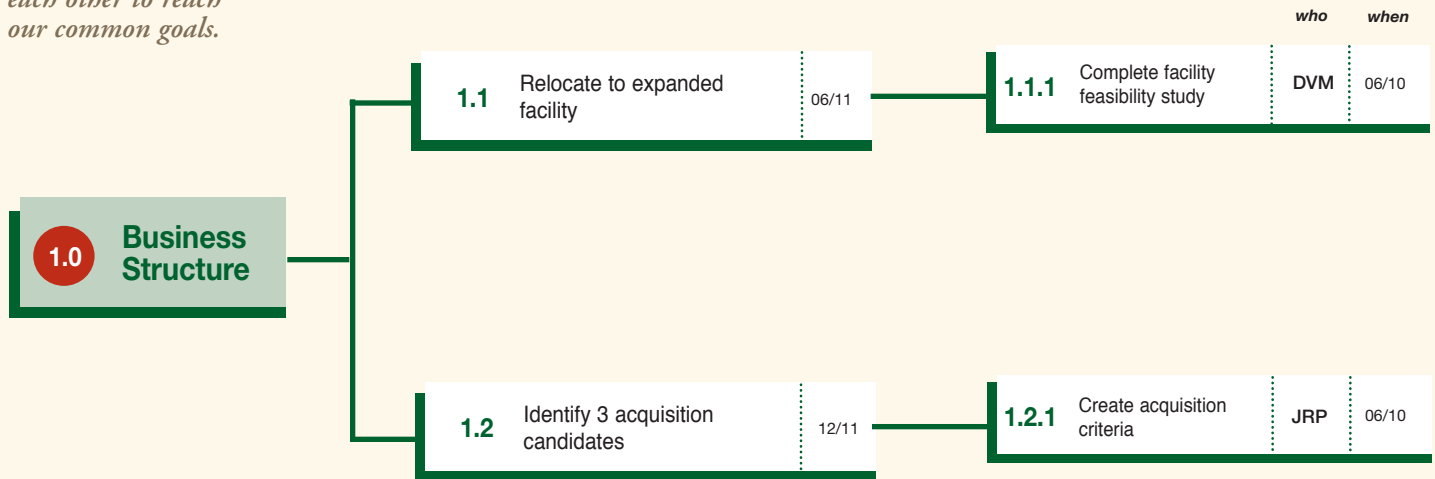




Business Structure Goals

Tasks

This is one branch of our goal tree and business plan for 2010/2011. It shows how we depend on each other to reach our common goals.



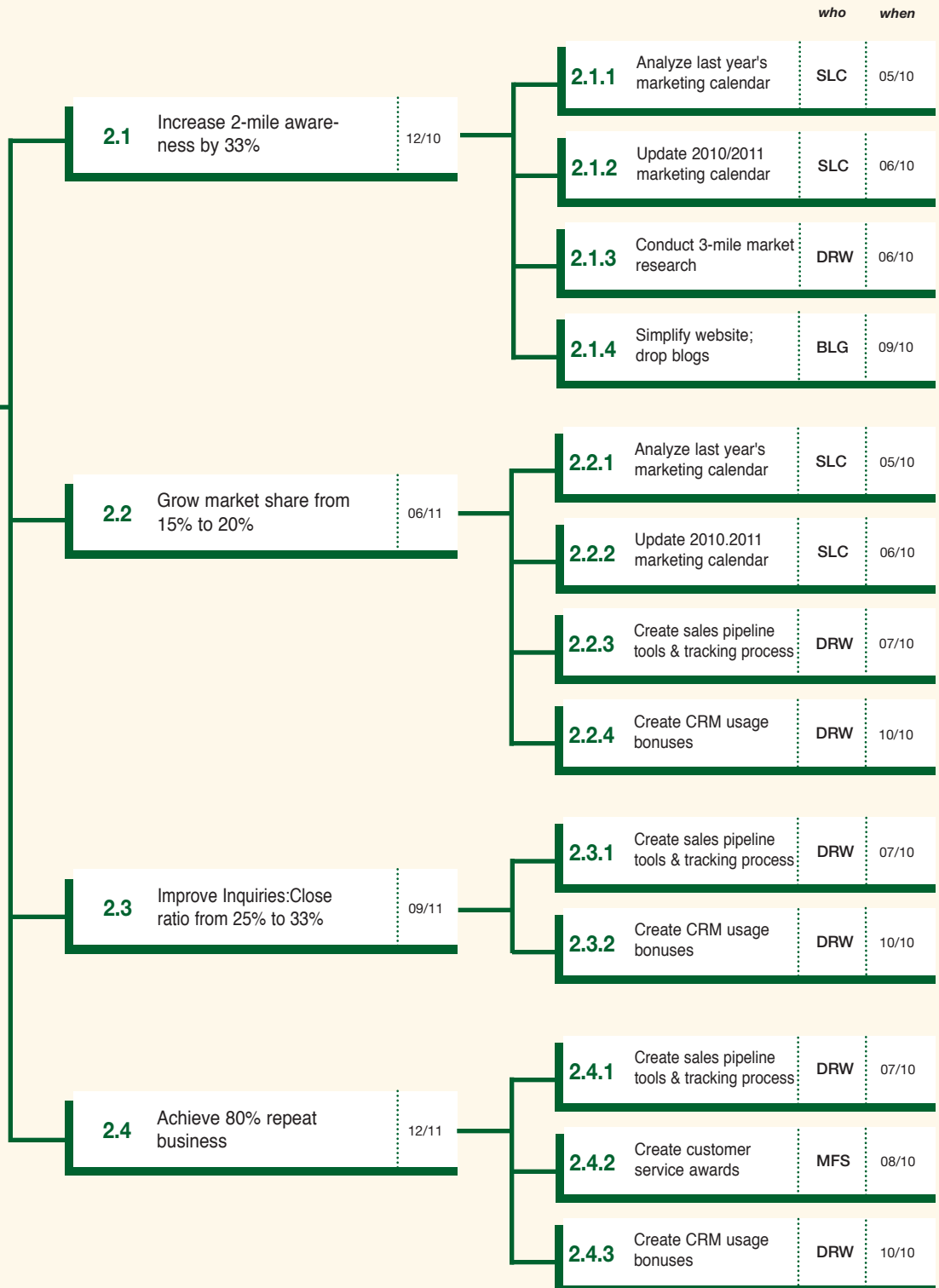


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2.0 Marketing & Sales

Marketing & Sales Goals

Tasks

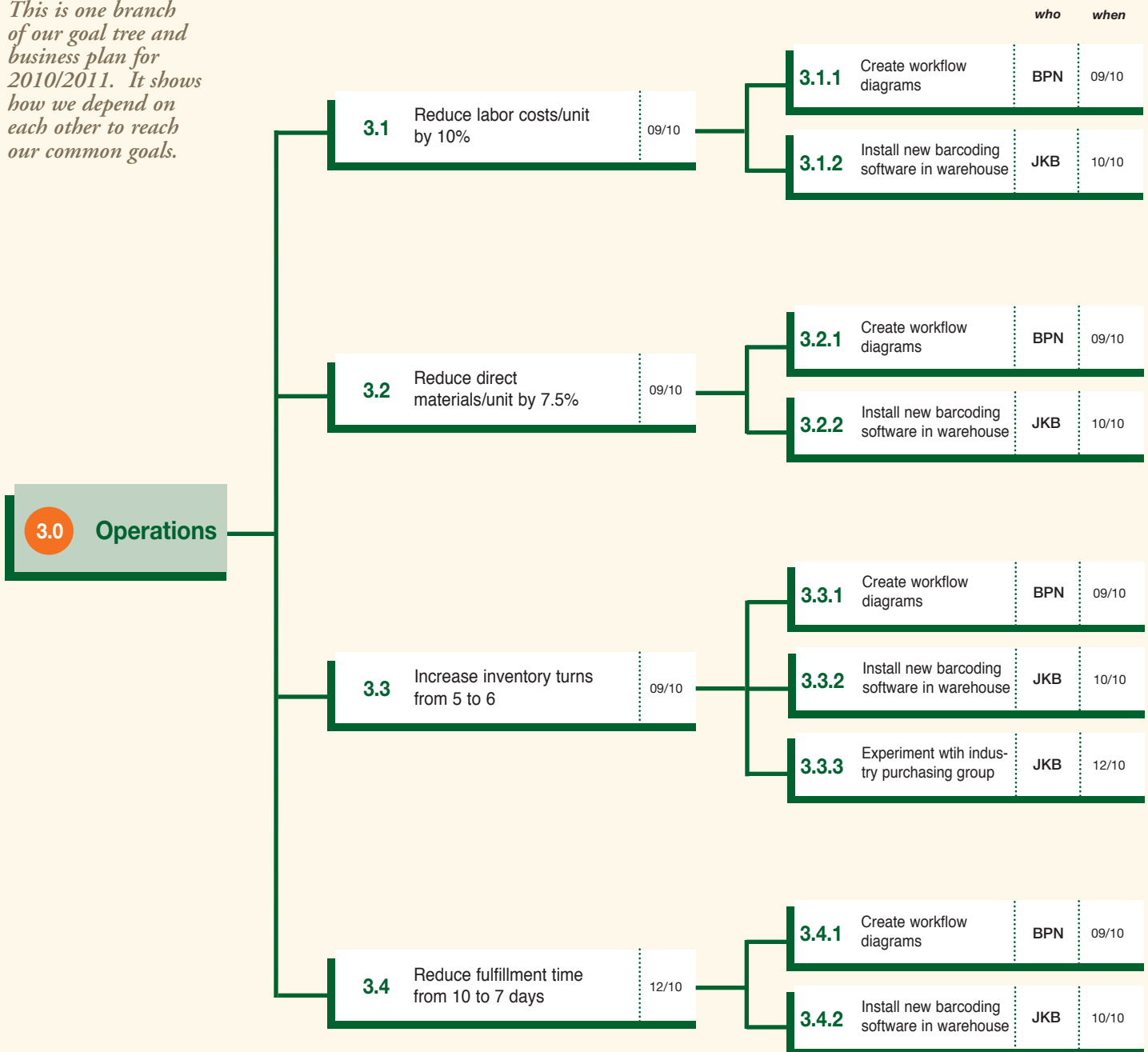




Operations Goals

Tasks

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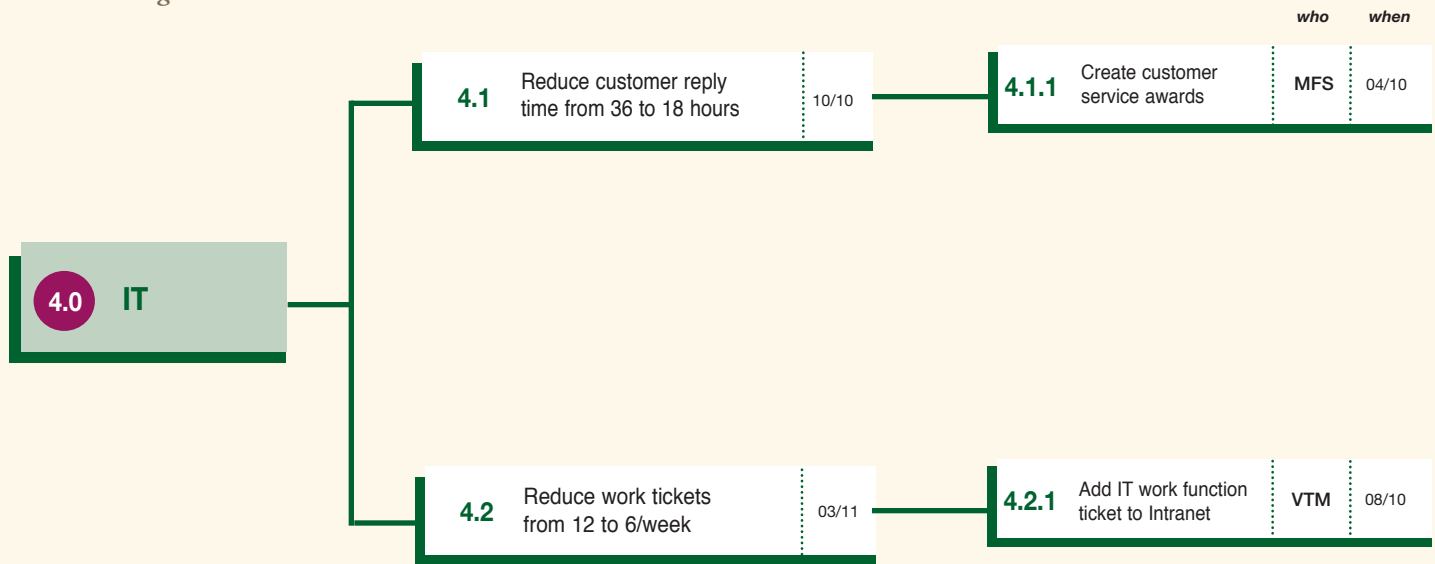




IT Goals

Tasks

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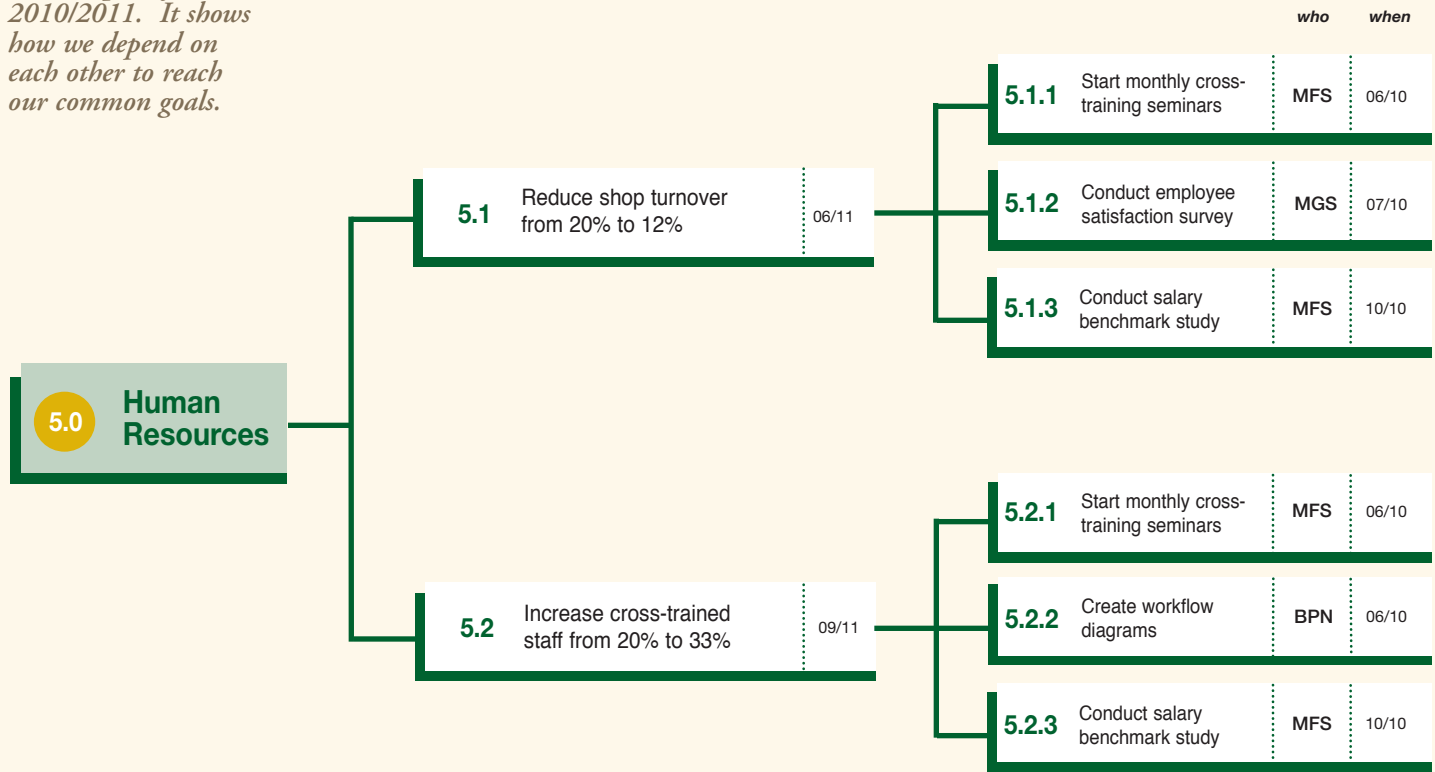




Human Resources Goals

Tasks

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Finance Goals

Tasks

This is one branch of our goal tree and business plan for 2010/2011. It shows how we depend on each other to reach our common goals.

