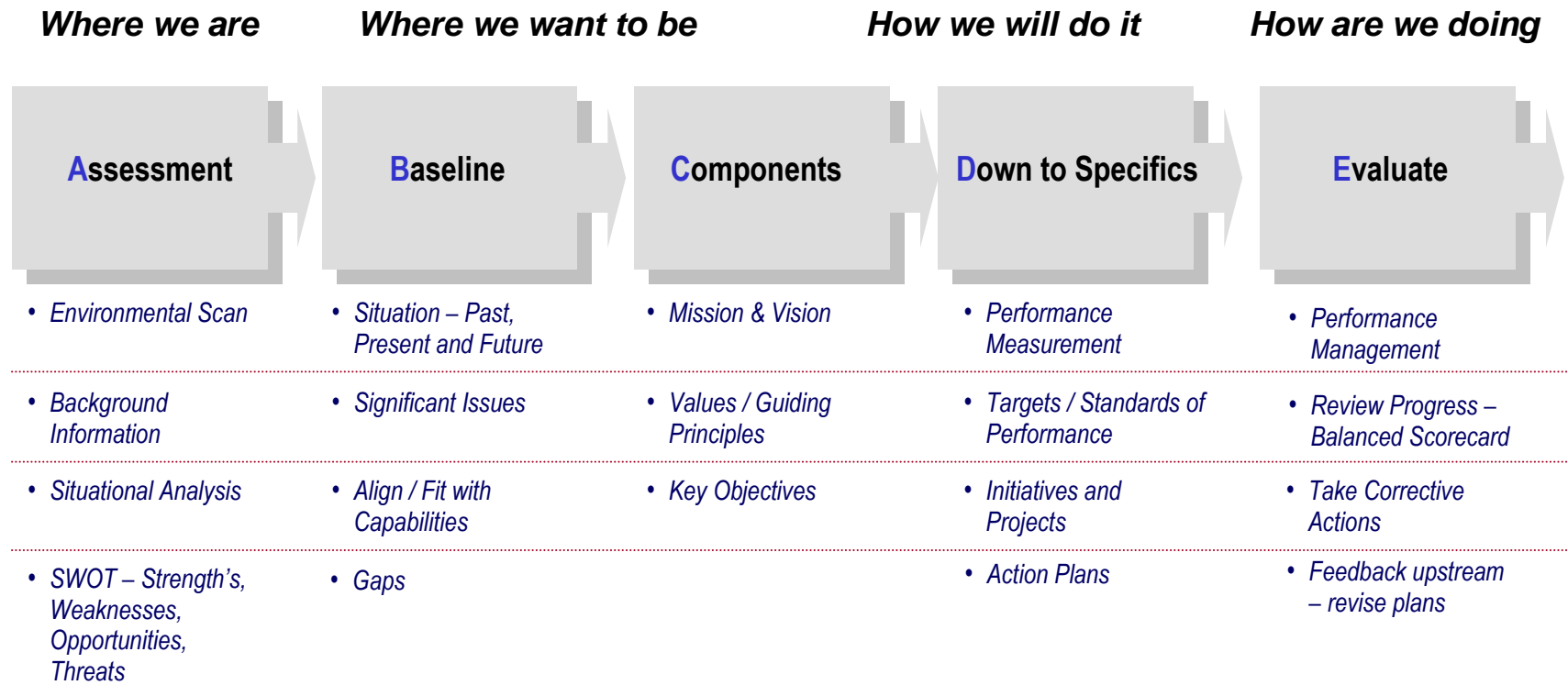


STRATEGIC PLAN FORMAT & TEMPLATE

STRATEGIC PLAN FORMAT and TEMPLATE

Strategy Development Process



Note: All Strategic plan proposals should be accompanied with a ‘Table of Contents’ and should be in the order depicted below.

Executive Summary

OZ Media is an audiovisual production agency, we aim to provide NGOs and social activists with low cost professional media services.

We're offering multichoice services to help both individuals and institutions move forward with their projects and human initiatives, including:

- Corporate video filming
- Event media coverage (Highlights video features, interviews & photos)
- Photo shoots (portraits & products)
- Photo & video editing
- Flyer & poster design
- Social Media management

Environmental Analysis

Internal Environment

OZ Media is expected to settle in a bureau containing two or four offices, one to store equipment, another for post production, one for meetings and hosting guests, and one will be used as a studio for indoor shooting.

A secretary will be in charge of making and answering calls, and production team members will be working in the post production office on Windows or IMac pcs.

The studio will be equipped with necessary assests.

External Environment

OZ Media bureau will be located in a well-known area in the capital city (Rabat), in this case, Agdal neighborhood is the best choice, public transportation can be accessed easily, and lots of potential clientels dwell near by.

Tools for comparison analysis

OZ Media has many general competitors, like big film production companies.

Benchmarking

OZ Media will try to reduce its spendings by renting a small bureau and managing the internal space wisely.

Meals for employees will be provided inside the office as to save break time.

Equipment will be purchased from big supermarkets where prices are significantly lower.

Best practices

As to deliver products to clients on the same day, videographers will be accompanied by an editor holding a Mac Book pro for instant montage right after finishing shootings. This will please clients, and gain their trust. It will also save staff energy and time, because the time they will spend to come back to the office, can be used on shooting location to edit footages.

Gap Analysis

I'm now in the phase of detailing and developing the idea and establishing a strong business plan to enter the market.

Strategic Plan

The strategic plan should be communicated to all relevant individuals, including stakeholders and sponsors. It should include the following:

Vision

OZ Media wants to be NGOs' first media sponsor, but also a good reference in the domain of audiovisual production.

Mission

Providing low price media services to social activists & NGOs working in the fields of environment, human rights, children, women empowerment, youth.

MISSION Formulation

Answer each of these questions.

What services and/ or products will the organization/department offer?

Video production
Photography
Graphic design
Social media management
Events organizing

Who are the people who may use or benefit from this services or products?

NGOs
Companies
Social activists
Governmental institutions
Individuals

What are the reasons for the organization/ department?

The high cost of media services
The constant need for professional low cost media services

Why will the organization/ department exist?

To encourage NGOs activities

Now combine all the answers into one statement of purpose.

OZ Media is an audiovisual production agency, focusing on offering low cost media services to NGOs and activists (in both public and private sector).

Values

Professionalism, Accuracy, Trust, Determination, Competitiveness, Diversity, Smoothness, Integrity

Strategic Objectives

List specific actionable results needed to support the vision and the mission. Use the mnemonic SMART/ER

S Specific
M Measurable
A Attainable
R Relevant
T Time bound
And
E Evaluate
R Reevaluate

Initiatives

Signing primary exclusivity partnerships with NGOs to take care of their future projects.

Measures (KPI(s), Timeline and Deliverables

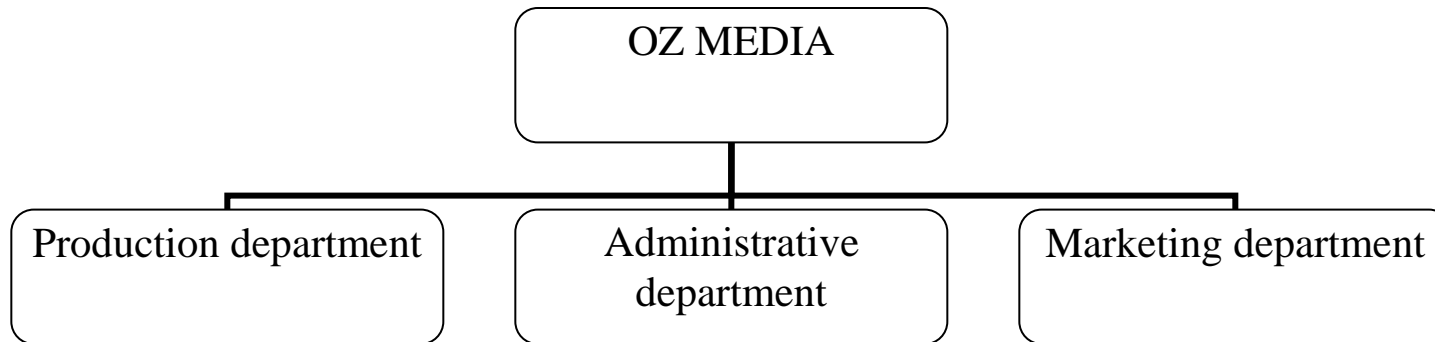
Action plan: Purchasing equipment, Renting a location, Adding team members, Finding clients, Starting production

Quick wins

Promotion through social media and peering

Organization Structure

Co-founders (managers): they are the founders of OZ Media, and will also work within the entity as videographers and editors
Additional team members: assistants and production achievers, there will also be commercial agents to grab new clients
Secretary: optional employee to handle schedules and administrative stuff
Lawyer: not a direct employee, but a contracted one, to manage legal issues



Resource

Personnel
Personal equipment so far

Finance/ Budget
Personal funding so far

Facilities/ equipment
No business headquarters so far