# STRATEGIC PLAN (EXAMPLE)

Date: xx/yy/zz
Revision "Draft"

## VALUES

Safety, Quality, Delivery, Cost
Thrill the customer
Rise to the challenge
Enthusiastically improve everything you can
Pride and passion in all we do
Encourage and serve daily

## Guiding Principles

1) Build upon the strength of the brand
2) Integrate the Corporate Long Term Strategy
3) Maintain a strong industry presence
4) Utilize the voice of the customer to define specific needs/trends

## MISSION (Purpose)

We wil provide the highest quality custom kitchens from concept to installation and value to your home and business.

## VISION (Future State)

Be the nation's undisputed market leader for custom kitchens by delivering unmatched quality, service, technical support, and value.

## STRATEGIC GOALS

1) Increase EBITDA by 20%
2) Grow revenue by 10%
3) Zero recordable injuries

## STRATEGIC PRIORITIES / KEY OBJECTIVES (ACTION)

| STRATEGIC PRIORITIES | KEY OBJECTIVES (ACTION) | Year 1 | Year 2 | Year 3 |
|---|---|---|---|---|
| **1. Implement lean manufacturing** | **Create operational KPIs for all areas** | X | X | |
| • Positions us to support growth | **Implement standard work (establish process control)** | X | | |
| • Improve profitability | Clearly define expectations for each function group | X | | |
| • Address the need for development of the operations team | Town Hall Meetings | X | | |
| • Leverage key team members | Implement Gimba Walk process | X | | |
| • Create scalable system with documented processes | Train team on lean manufacturing | X | | |
| | Create detailed work instructions using "Best Practices" | X | | |
| | **Implement a Continuous Improvement Program (including Quality** | X | | |
| | **Perform Value Stream Mapping** | | X | |
| | **Identify and prioritize opportunities** | | X | |
| | **Begin Kaizen events** | | X | |
| **2. Expand into West Coast** | **Develop project team** | X | | |
| • Increase revenues | | | | |
| • Geographic diversity | Create project scope and approval | X | | |
| • Increase value of company | Create project plan | X | | |
| • Work toward achieving vision of national presence | Site Selection | X | | |
| | | | | |
| | **Break ground** | | X | |
| | Construction complete | | X | |
| | Equipment installed | X | X | |
| | Employees trained | | X | |
| | **Begin accepting orders** | | X | |
| **3. Create a Safety First culture** | **Engage Ga Tech OSHA consultation service** | X | | |
| • Engages all employees | **Perform a wall-to-wall safety and health audit** | X | | |
| • Addresses process hazards | **Develop action plan to address gaps** | X | | |
| • Improved productivity | | | | |
| • Increases employee morale | **Create a Safety and Health cross-functional team** | X | | |
| | **Perform job safety analysis** | X | | |
| | **Identify and deliver training plan** | X | | |
| | | | | |
| | **Review results and identify plan for year two** | | X | |