

Strategic Plan for AnyBiz Inc.

This document sets out a strategic plan for AnyBiz Inc. It reviews strengths, weaknesses, threats and opportunities; presents a series of statements relating to AnyBiz Inc's vision, mission, values and objectives; and sets out its proposed strategies and goals.

Strengths, Weaknesses, Threats & Opportunities

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities for AnyBiz Inc:

Strengths: <ul style="list-style-type: none">• R and D almost complete• Basis for strong management team• Key first major customer acquired• Initial product can evolve into range of offerings• Located near a major centre of excellence• Very focused management/staff• Well-rounded and managed business	Weaknesses: <ul style="list-style-type: none">• Overdependent on borrowings - Insufficient cash resources• Board of Directors is too narrow• Lack of awareness amongst prospective customers• Need to relocate to larger premises• Absence of strong sales/marketing expertise• Overdependence on few key staff• Emerging new technologies may move market in new directions
Threats: <ul style="list-style-type: none">• Major player may enter targeted market segment• New technology may make products obsolescent• Economic slowdown could reduce demand• Euro/Yen may move against \$• Market may become price sensitive• Market segment's growth could attract major competition	Opportunities: <ul style="list-style-type: none">• Market segment is poised for rapid growth• Export markets offer great potential• Distribution channels seeking new products• Scope to diversify into related market segments

Vision

The promoters' vision of AnyBiz Inc in 3-4 year's time is:

AnyBiz will be operating from a xxx sq. ft. unit near xxx Town. It will have annualized sales of \$xxx and be profitable. It will employ xxx people mainly engaged in R and D, marketing, support and admin. AnyBiz will offer xxx core products and provide added-value services to a large customer base throughout the xxx market segments and in xxx countries overseas. AnyBiz's offerings will be technically advanced and offer many clear-cut advantages and improvements over competitors' possible offerings. AnyBiz will continue to expand through organic growth and acquisitions in related technology/market segments. It will have recently received mezzanine finance prior to a public offering.

Mission Statement

The central purpose and role of AnyBiz Inc is defined as:

AnyBiz designs, develops and markets advanced systems for specialist data capture and transaction processing management. These web-based systems work with specialist hardware supplied by major integrators. They are sold to small, medium and large-sized companies within the xxx industries for a range of specialist applications. AnyBiz's systems are distinguished from competition by their sophisticated interfaces, scalability and ease of modification and are extensively patented. Sales are made directly and through major distributors/OEMs in the home market and overseas.

Corporate Values

The corporate values governing AnyBiz Inc's development will include the following:

- AnyBiz operates in accordance with the highest standards in all relationships with customers, suppliers, environment and the community.
- AnyBiz fosters a climate which encourages innovation and diligence amongst staff and rewards accordingly.

Business Objectives

Longer term business objectives of AnyBiz Inc are summarized as:

- To expand the business aggressively and offer above-average returns to shareholders.
- To become the leading, innovative systems company within the xx market segments.

Key Strategies

The following critical strategies will be pursued by AnyBiz Inc:

Accelerate product launches by strengthening R and D team
Extend links with key technology centres
Raise additional venture capital
Expand senior management team in sales/marketing
Recruit non-executive directors
Strengthen human resources function and introduce share options for staff
Appoint advisers for intellectual property and finance
Seek new market segments/applications for products

The following important strategies will also be followed:

Locate new premises adjacent to xxx
Commission assessments of key markets
Start participating in trade shows and missions
Develop overseas market entry plans
Pursue strategic alliances with complementary players
Strengthen web presence and promote
Seek new market segments/applications for products

Major Goals

The following key targets will be achieved by AnyBiz Inc over the next 3-4 years:

- Achieve sales of \$xx million by 200X
- Report annualized profits of \$xx million in 200X
- Secure xx% of the xx market segment by 200X
- Become largest supplier of xxx systems in xx countries within xx years
- Undertake an IPO by 200X
- Employ xxx people including xx% technically qualified by 200X
- Have sales offices or agents in xx key markets before 200X

Strategic Action Programs

The following strategic action programs will be implemented:

CEO: Prepare comprehensive business plan and develop contacts to raise VC within 6-9 months.

CFO: Recruit Marketing Director and other key staff for marketing/sales and HR Director within 3-4 months.

TechDir: Review R and D resources and scope for technical alliances - expand with arrival of VC.

Board: Expand BoD to include further independent financial, technical and industrial expertise prior to seeking VC.

All: Develop and implement accelerated market entry and development plans.