**[](https://www.smartsheet.com/try-it?trp=12043&utm_source=template-word&utm_medium=content&utm_campaign=Sample+One-Year+Strategic+Business+Plan-word-12043&lpa=Sample+One-Year+Strategic+Business+Plan+word+12043)ONE-YEAR STRATEGIC BUSINESS PLAN  
TEMPLATE EXAMPLE for Microsoft Word**

This strategic plan outlines Positive Charge's path to becoming a leader in the EV charging industry by focusing on expansion, customer satisfaction, and market penetration within the next year.

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| BUSINESS OVERVIEW  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO | | | | | |
| **OUR VISION** | To lead the global transition towards sustainable transportation through innovative and accessible electric vehicle (EV) charging solutions | | | | |
| **OUR MISSION** | To provide seamless, efficient, and eco-friendly EV charging and logistics services, enhancing the EV ownership experience and contributing to a greener planet. | | | | |
| **THE PRODUCT WE PROVIDE** | State-of-the-art, user-friendly EV charging stations and logistics support for both individual EV owners and businesses, focusing on reliability, speed, and accessibility. | | | | |
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| MARKET ANALYSIS | | | | | |
| **WHO WE ARE TARGETING** | EV owners and potential buyers, businesses with EV fleets, and commercial venues looking to offer EV charging solutions. | | | | |
| **THE PROBLEM WE ARE SOLVING** | Addressing the lack of reliable, fast, and accessible charging infrastructure for EV owners and businesses, thereby facilitating the shift to sustainable transportation. | | | | |
| **OUR COMPETITORS** | Established EV charging network providers and new entrants with similar offerings. | | | | |
| **OUR COMPETITIVE ADVANTAGE** | Our unique blend of cutting-edge technology, customer-centric services, and comprehensive logistics support sets us apart, ensuring a superior charging experience. | | | | |
|  |  |  |  |  |  |
| MARKETING AND SALES PLAN | | | | | |
| **MARKETING CHANNELS** | Digital marketing (SEO, PPC, social media), partnerships with EV manufacturers, and engagement in green energy and sustainability expos. | | | | |
| **MARKETING MATERIALS** | Informative brochures, compelling website content, engaging social media campaigns, and informative case studies. | | | | |
| **PRICING STRATEGY**  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  YES  UNKNOWN  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO | Competitive pricing models with various subscription options for different user needs, including pay-per-use and monthly subscriptions. | | | | |
| **DISTRIBUTION CHANNELS** | Direct sales to businesses and online sales for individual consumers, alongside strategic placement of our charging stations in high-demand locations. | | | | |
|  |  |  |  |  |  |
| KEY OBJECTIVES AND SUCCESS METRICS | | | | | |
| **OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIME FRAME AND HOW WE’LL MEASURE THEM** | | | | | |
| **1** | Increase the number of charging stations by 30% within the year. METRIC: Track the number of new installations monthly. | | | | |
| **2** | Grow our customer base by 25% by year-end. METRIC: Measure subscriptions and usage rates. | | | | |
| **3** | Achieve a customer satisfaction rate of over 90%. METRIC: Use customer surveys and feedback for continuous improvement. | | | | |

Timeline of Milestones for year 20XX

Year End – Review customer feedback

Q2 – Open 20 new charging stations.

Q1 – Launch digital marketing campaign.

Q4 – Expand partnerships.

Q4 – Achieve 25% increase.

Q3 – Launch loyalty program.

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