



# Introduction to Strategic Planning

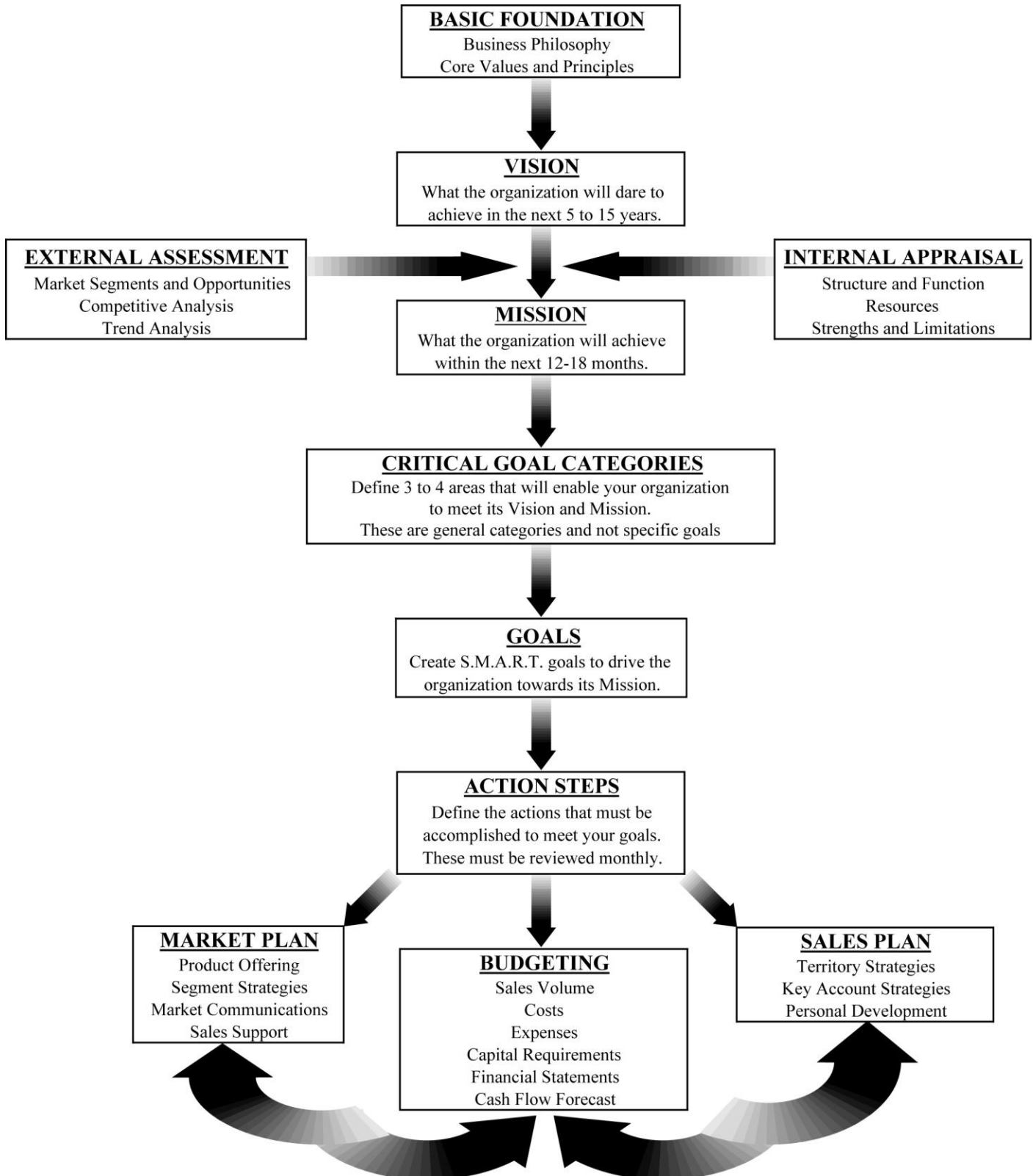


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# Performance Excellence Model



## STRATEGIC AND BUSINESS PLANNING PROCESS



# SWOT

Internal Assessment: Organizational assets, resources, people, culture, systems, partnerships, suppliers, . .

**Strengths**

**Weaknesses**

External Assessment: Marketplace, competitor's, social trends, technology, regulatory environment, economic cycles .

**Opportunities**

**Threats**



## NOTES