

| Area | Sub-Area | Objective | Key Activities | Resources | Timeline | Responsible | Monitoring | Reporting | Review | Notes |
|--------------------------|-----------------|--|--|---|-------------------|-------------|---|--|---|---|
| Strategic Planning | Business Unit A | Develop 5-year strategic plan for Business Unit A, including market analysis, SWOT, and financial projections. | Conduct market research, analyze competitors, and identify key trends. Engage stakeholders for input and feedback. | Strategic Planning Team, Market Research Firm, Industry Experts. | Q1 2024 - Q4 2024 | John Doe | Quarterly progress reports, stakeholder meetings. | Annual strategic review, mid-year adjustments. | Final strategic plan approved by Board. | Key challenge: Limited resources for market research. |
| | Business Unit B | Develop 5-year strategic plan for Business Unit B, including market analysis, SWOT, and financial projections. | Conduct market research, analyze competitors, and identify key trends. Engage stakeholders for input and feedback. | Strategic Planning Team, Market Research Firm, Industry Experts. | Q1 2024 - Q4 2024 | Jane Smith | Quarterly progress reports, stakeholder meetings. | Annual strategic review, mid-year adjustments. | Final strategic plan approved by Board. | Key challenge: Limited resources for market research. |
| Operational Planning | Business Unit A | Develop 12-month operational plan for Business Unit A, including budget, resource allocation, and key performance indicators (KPIs). | Break down strategic goals into actionable tasks, allocate resources, and set KPIs. Review progress monthly. | Operational Planning Team, Finance Department, HR Department. | Q1 2024 - Q4 2024 | John Doe | Monthly progress reports, KPI dashboards. | Quarterly operational reviews, mid-year adjustments. | Final operational plan approved by Board. | Key challenge: Limited resources for market research. |
| | Business Unit B | Develop 12-month operational plan for Business Unit B, including budget, resource allocation, and key performance indicators (KPIs). | Break down strategic goals into actionable tasks, allocate resources, and set KPIs. Review progress monthly. | Operational Planning Team, Finance Department, HR Department. | Q1 2024 - Q4 2024 | Jane Smith | Monthly progress reports, KPI dashboards. | Quarterly operational reviews, mid-year adjustments. | Final operational plan approved by Board. | Key challenge: Limited resources for market research. |
| Financial Planning | Business Unit A | Develop 5-year financial plan for Business Unit A, including revenue, expenses, and profit projections. | Analyze historical financial data, forecast future performance, and identify areas for improvement. | Finance Department, Accounting Firm, Industry Experts. | Q1 2024 - Q4 2024 | John Doe | Quarterly financial reports, budget variance analysis. | Annual financial review, mid-year adjustments. | Final financial plan approved by Board. | Key challenge: Limited resources for market research. |
| | Business Unit B | Develop 5-year financial plan for Business Unit B, including revenue, expenses, and profit projections. | Analyze historical financial data, forecast future performance, and identify areas for improvement. | Finance Department, Accounting Firm, Industry Experts. | Q1 2024 - Q4 2024 | Jane Smith | Quarterly financial reports, budget variance analysis. | Annual financial review, mid-year adjustments. | Final financial plan approved by Board. | Key challenge: Limited resources for market research. |
| Marketing Planning | Business Unit A | Develop 5-year marketing plan for Business Unit A, including target audience, messaging, and promotional activities. | Identify target audience, develop messaging, and plan promotional activities. Monitor campaign performance. | Marketing Department, Advertising Agency, Social Media Platforms. | Q1 2024 - Q4 2024 | John Doe | Quarterly marketing reports, campaign performance analysis. | Annual marketing review, mid-year adjustments. | Final marketing plan approved by Board. | Key challenge: Limited resources for market research. |
| | Business Unit B | Develop 5-year marketing plan for Business Unit B, including target audience, messaging, and promotional activities. | Identify target audience, develop messaging, and plan promotional activities. Monitor campaign performance. | Marketing Department, Advertising Agency, Social Media Platforms. | Q1 2024 - Q4 2024 | Jane Smith | Quarterly marketing reports, campaign performance analysis. | Annual marketing review, mid-year adjustments. | Final marketing plan approved by Board. | Key challenge: Limited resources for market research. |
| Human Resources Planning | Business Unit A | Develop 5-year HR plan for Business Unit A, including recruitment, training, and employee development. | Identify talent needs, develop recruitment strategy, and plan training programs. Monitor employee performance. | HR Department, Recruitment Agency, Training Providers. | Q1 2024 - Q4 2024 | John Doe | Quarterly HR reports, employee performance reviews. | Annual HR review, mid-year adjustments. | Final HR plan approved by Board. | Key challenge: Limited resources for market research. |
| | Business Unit B | Develop 5-year HR plan for Business Unit B, including recruitment, training, and employee development. | Identify talent needs, develop recruitment strategy, and plan training programs. Monitor employee performance. | HR Department, Recruitment Agency, Training Providers. | Q1 2024 - Q4 2024 | Jane Smith | Quarterly HR reports, employee performance reviews. | Annual HR review, mid-year adjustments. | Final HR plan approved by Board. | Key challenge: Limited resources for market research. |
| Technology Planning | Business Unit A | Develop 5-year technology plan for Business Unit A, including IT infrastructure, software, and digital marketing. | Assess current IT infrastructure, identify gaps, and plan for future technology needs. Monitor system performance. | IT Department, Software Providers, IT Consultants. | Q1 2024 - Q4 2024 | John Doe | Quarterly IT reports, system performance analysis. | Annual IT review, mid-year adjustments. | Final IT plan approved by Board. | Key challenge: Limited resources for market research. |
| | Business Unit B | Develop 5-year technology plan for Business Unit B, including IT infrastructure, software, and digital marketing. | Assess current IT infrastructure, identify gaps, and plan for future technology needs. Monitor system performance. | IT Department, Software Providers, IT Consultants. | Q1 2024 - Q4 2024 | Jane Smith | Quarterly IT reports, system performance analysis. | Annual IT review, mid-year adjustments. | Final IT plan approved by Board. | Key challenge: Limited resources for market research. |

