

One Page Strategic Plan Template



Strategy Kiln

Job to be done...

Yes, you can fit a comprehensive strategy in one page. This leverages the GOST framework and has specific activations in a bold black section, because strategy is just an idea without execution. Use this to get visibility and alignment, and keep it alive with constant attention.





Strategic Plan on a Page: Amazon Acquisition of Whole Foods Ex.

WHERE WE ARE

Key Challenges	<ul style="list-style-type: none"> Lack of physical presence in grocery creates operational hurdles for delivery Amazon brand not perceived as premium or high quality, especially in food
Market Data	<ul style="list-style-type: none"> Online grocery expected to double in market share by 2025 Whole Foods is the fastest growing large grocer in the US at +6.5% annual growth
Today	<ul style="list-style-type: none"> Testing Amazon Prime Delivery model in select, high population markets such as LA and NYC with thin margin. <u>Risks</u>: Wal Mart enters and wins in grocery delivery before us

STRATEGIC APPROACH

Grow market share to 3.5% by acquiring Whole Foods to expand into grocery, creating a differentiated multi-channel experience driven by Prime membership in-store

Resource Requirements

Budget Approval Request:

- \$10Bn for WF acquisition
- \$500MM for AMZN locker COGS and installation

Team Development:

- Assemble bi-weekly steer-co to manage key decisions with stage gate process

WHERE WE'RE GOING

Goals/Objectives	<p>Goal:</p> <ul style="list-style-type: none"> Leverage Whole Foods acquisition to become a leader in grocery delivery <p>Objectives</p> <ul style="list-style-type: none"> Increase grocery market share from 2.5% at acquisition to 3.5% by 2021 Drive \$15Bn in revenue and \$500MM EBITDA
Execution	<ul style="list-style-type: none"> Add Prime savings to WF brick & mortar by creating in-store salience Drive micro visits with AMZN lockers via a full fleet install in year one
Future	<ul style="list-style-type: none"> Become the leading health food grocer with vertically integrated physical and online experiences that provide superior quality food, speed of delivery, and consumer value.