



THE 10/10/10 BUSINESS PLAN

Step 2: How Should We Respond to The Opportunities and Threats That We Know About?

A. What could/should/must you do to take advantage of the OPPORTUNITIES that you know about?

Describe your objective <i>Ex. Get exclusive rights to the Acme elevator technology for Victoria.</i>	Potential Improvement	Money/Effort Required	Time Required	Certainty of Achieving	Consistent w/ Aspiration?	Responsible Person
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	



B. What could/should/must you do to defend your business from the THREATS that you know about?

Describe your objective <i>Ex. Significantly increase sales and mrktg efforts in non-government areas.</i>	Hurt Level if Unsuccessful	Money/Effort Required	Time Required	Certainty of Achieving	Consistent w/ Aspiration?	Responsible Person
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	
	<i>Lots Little</i>	<i>Lots Little</i>	<i>Mths Wks</i>	<i>High Low</i>	<i>Yes No</i>	