

## Business Development Strategy Plan

Executive Summary

Introduction

Conclusion

---

The business development strategy plan is a document that outlines the company's goals and objectives for the next five years. It is a key component of the company's overall strategic plan and provides a clear roadmap for the organization's future growth and success.

The plan is based on a thorough analysis of the company's current position in the market and the opportunities and challenges it faces. It identifies the key areas of focus for the organization and sets specific, measurable goals for each area. The plan also outlines the strategies and tactics that will be used to achieve these goals and provides a timeline for implementation.

### Market Analysis and Opportunities

The market analysis section of the plan provides a detailed overview of the company's current market position and the opportunities and challenges it faces. It identifies the key market segments and the competitive landscape, and provides a clear understanding of the company's strengths and weaknesses. This analysis is essential for developing effective strategies and tactics to achieve the company's goals.

The opportunities section of the plan identifies the key areas of growth and expansion for the organization. It outlines the specific market segments and geographic regions that the company is targeting and provides a clear understanding of the potential for growth in each area. This information is essential for developing effective strategies and tactics to achieve the company's goals.

The challenges section of the plan identifies the key risks and obstacles that the organization may face in achieving its goals. It outlines the specific areas of concern and provides a clear understanding of the potential impact of each risk. This information is essential for developing effective strategies and tactics to mitigate these risks and ensure the company's success.

### Strategic Objectives and Initiatives

The strategic objectives section of the plan outlines the key goals and objectives that the organization is targeting over the next five years. It provides a clear understanding of the company's vision and mission and sets specific, measurable goals for each area. This information is essential for developing effective strategies and tactics to achieve the company's goals.

**QUESTION**

1. A company has a current ratio of 1.5 and a debt-to-equity ratio of 0.5. If the company's current assets are \$1,500,000, what is the amount of its current liabilities?

**ANSWER**

Current ratio = Current assets / Current liabilities  
1.5 = \$1,500,000 / Current liabilities  
Current liabilities = \$1,500,000 / 1.5 = \$1,000,000

Debt-to-equity ratio = Current liabilities / Equity  
0.5 = \$1,000,000 / Equity  
Equity = \$1,000,000 / 0.5 = \$2,000,000

Therefore, the amount of current liabilities is \$1,000,000.

**QUESTION**

2. A company has a debt-to-equity ratio of 0.8 and a current ratio of 1.2. If the company's current assets are \$1,200,000, what is the amount of its current liabilities?

**ANSWER**

Current ratio = Current assets / Current liabilities  
1.2 = \$1,200,000 / Current liabilities  
Current liabilities = \$1,200,000 / 1.2 = \$1,000,000

Debt-to-equity ratio = Current liabilities / Equity  
0.8 = \$1,000,000 / Equity  
Equity = \$1,000,000 / 0.8 = \$1,250,000

Therefore, the amount of current liabilities is \$1,000,000.

**QUESTION**

3. A company has a debt-to-equity ratio of 0.6 and a current ratio of 1.4. If the company's current assets are \$1,400,000, what is the amount of its current liabilities?

**ANSWER**

Current ratio = Current assets / Current liabilities  
1.4 = \$1,400,000 / Current liabilities  
Current liabilities = \$1,400,000 / 1.4 = \$1,000,000

Debt-to-equity ratio = Current liabilities / Equity  
0.6 = \$1,000,000 / Equity  
Equity = \$1,000,000 / 0.6 = \$1,666,667

Therefore, the amount of current liabilities is \$1,000,000.

**QUESTION**

4. A company has a debt-to-equity ratio of 0.9 and a current ratio of 1.3. If the company's current assets are \$1,300,000, what is the amount of its current liabilities?

**ANSWER**

Current ratio = Current assets / Current liabilities  
1.3 = \$1,300,000 / Current liabilities  
Current liabilities = \$1,300,000 / 1.3 = \$1,000,000

---

1. The first step in the process of identifying a problem is to recognize that a problem exists. This often involves comparing current performance against a desired state or goal. For example, a manager might notice that sales are declining or that customer satisfaction is low.

2. Once a problem is identified, the next step is to define the problem clearly and specifically. This involves determining the scope of the problem, the areas affected, and the impact on the organization. A clear definition helps to focus the analysis and avoid confusion.

3. The third step is to gather relevant information and data. This can involve conducting research, interviewing employees, or analyzing internal records. The goal is to understand the underlying causes of the problem and to identify any patterns or trends.

4. After gathering information, the next step is to analyze the data and identify the root causes of the problem. This often involves using tools like the Pareto principle or the fishbone diagram to trace the problem back to its source. It's important to distinguish between symptoms and the underlying causes.

5. Once the root causes are identified, the next step is to develop potential solutions. This involves brainstorming ideas and evaluating them based on their feasibility, effectiveness, and potential impact. It's important to consider both short-term and long-term solutions.

6. The final step is to implement the chosen solution and monitor its progress. This involves communicating the plan to the relevant stakeholders, allocating resources, and tracking performance over time. Regular monitoring allows for adjustments to be made if the solution is not working as expected.

---

