






Strategic Business Decision Canvas Template

1. Current Business Description:
2. Value Proposition (what problem are you solving for your customers):






 3. Assess Situation	 4. Define Goals	 5. Develop Plan	 6. Implement Plan	 7. Evaluate Results
<p>List factors to be considered, i.e. virus outbreak, increased competition, change in customer needs, etc.)</p>	<p>List business goals in alignment with critical success factors for short-term (1 year), medium-term (2-5 years), long-term (5 years +). Prioritize goals in order of importance.</p>	<p>List goals including the following: -define actions to undertake -define required resources (\$, people, tools/equipment...) -define timelines -define desired results</p>	<p>Implement goals in order of priority.</p>	<p>Evaluate often, adjust plan as necessary and stay focused on the desired results of each goal.</p> <p>Define lessons learned for now and the future (efficiency).</p>

8. Revised Business Description:
9. Revised Value Proposition:

Strategic Business Decision Canvas – Increased Competition Example

Current Business Description: Our retail Tea Shop that sells bulk tea and tea related products.

Value Proposition (what problem are you solving for your customers): Tea lovers enjoy selection and tea related products.

 Assess Situation	 Define Goals	 Develop Plan	 Implement Plan	 Evaluate Results
<p>List factors to be considered, i.e. virus outbreak, increased competition, change in customer needs, etc.)</p> <ul style="list-style-type: none"> Local coffee shop now selling bulk tea and tea related products which has negatively impacted sales. Customers want to try the teas and business is not licenced for food service. Our location has no physical space to provide sit down tea and food service. Customers want expanded product options for themselves and as gifts. Customers are asking for a loyalty program and to be notified when new products or specials are available. 	<p>List business goals in alignment with critical success factors for short-term (1 year), medium-term (2-5 years), long-term (5 years +). Prioritize goals in order of importance.</p> <ul style="list-style-type: none"> Increase online marketing to increase customer relationships and attract new customers. Create customer loyalty program & communication plan for existing customers. Explore new products to sell. 	<p>List goals including the following: -define actions to undertake -define required resources (\$, people, tools/equipment...) -define timelines -define desired results</p> <p><u>Goal #1:</u> Increase online marketing to increase customer relationships and attract new customers.</p> <p><u>Actions:</u> Examine customer base to define primary and secondary customers, update website, increase social media presence, boost social media to primary and secondary customers, shift marketing expenses to social media from print media.</p> <p><u>Resources:</u> Allocate \$2,000 for website update and social media management. Increase staff hours to allow me to work on website and social media.</p> <p><u>Timeline:</u> Update website in 7 days, implement social media program in 14 days.</p> <p><u>Desired Results:</u> Maintain sales volumes at current level, increase sales volumes by 5% this year.</p>	<p>Implement goals in order of priority.</p> <p><u>Actions for Goal #1:</u></p> <ul style="list-style-type: none"> Update website and increase social media presence. Manage cash flow to reflect financial changes. Align staffing to reflect human resources required. Follow goal implementation timelines. Track changes in customers and purchases daily. Manage inventory to align with marketing and sales. 	<p>Evaluate often, adjust plan as necessary and stay focused on the desired results of each goal. Define lessons learned for now and the future (efficiency).</p> <p><u>Actions for Goal #1:</u></p> <p>Monitor results of each actions to adjust plan daily.</p>






Revised Business Description: Our retail Tea Shop sells bulk, specialized packaged teas, tea related gifts and tea serving products.

Revised Value Proposition: Tea lovers enjoy a wide range of teas for themselves and as gifts.

Strategic Business Decision Canvas – Pandemic Example

Current Business Description: Retail Tea Shop that sells bulk tea and tea related products.

Value Proposition (what problem are you solving for your customers): Tea lovers enjoy selection and tea related products.

 Assess Situation	 Define Goals	 Develop Plan	 Implement Plan	 Evaluate Results
<p>List factors to be considered, i.e. virus outbreak, increased competition, change in customer needs, etc.)</p> <ul style="list-style-type: none"> • Pandemic hits Canada and the world. • Customers are not shopping due to isolation and job losses – fear is prevalent. • Sales dropped to less than 10%. • Business is source of total family income. • Business is classed as non-essential, so must close. • Government assistance is currently in the form of loans, increased debt is not an answer. • Early April/20 support for entrepreneurs will be defined. 	<p>List business goals in alignment with critical success factors for short-term (1 year), medium-term (2-5 years), long-term (5 years +). Prioritize goals in order of importance.</p> <ul style="list-style-type: none"> • To pivot the business marketing and operations to survive. • To increase online presence by updating website and expanding social media presence activities. • To connect with customers to keep relationship alive. • To reduce both business and personal expenses. 	<p>List goals including the following: -define actions to undertake -define required resources (\$, people, tools/equipment...) -define timelines -define desired results</p> <p><u>Goal #1:</u> To pivot the business marketing and operations to survive.</p> <p><u>Actions:</u> Examine customer base to define primary and secondary customers, update webpage, increase social media presence, boost social media to primary and secondary customers.</p> <p><u>Resources:</u> Allocate \$2,000 for website update and social media management. Increase social media strategies.</p> <p><u>Timeline:</u> Update website in 3 days, implement social media program in 5 days.</p> <p><u>Desired Results:</u> Sales target at 50% of pre-pandemic time.</p>	<p>Implement goals in order of priority.</p> <p><u>Actions for Goal #1:</u></p> <ul style="list-style-type: none"> • Manage cash flow to reflect financial changes. • Align staffing to reflect human resources required. • Follow goal implementation timelines. • Track changes in customers and purchases daily. • Manage inventory to align with marketing and sales. • Contact suppliers to put all orders on hold. 	<p>Evaluate often, adjust plan as necessary and stay focused on the desired results of each goal. Define lessons learned for now and the future (efficiency).</p> <p><u>Actions for Goal #1:</u></p> <ul style="list-style-type: none"> • Monitor results of each actions to adjust plan daily.






Revised Business Description: During pandemic timeframe, our retail Tea Shop sells bulk, specialized packaged teas, tea related gifts and tea serving products.

Revised Value Proposition: During pandemic, tea lovers can have a sense of enjoyment through our wide range of team and tea related gifts.

Strategic Business Decision Canvas – Pandemic Causing Shutdown

Current Business Description: Retail Tea Shop that sells bulk tea and tea related products.

Value Proposition (what problem are you solving for your customers): Tea lovers enjoy selection and tea related products.

 Assess Situation	 Define Goals	 Develop Plan	 Implement Plan	 Evaluate Results
<p>List factors to be considered, i.e. virus outbreak, increased competition, change in customer needs, etc.)</p> <ul style="list-style-type: none"> • Pandemic has caused serious financial strain on business (less than 15%). • Business financial situation is causing financial strain on the family as no funds are available for owners and personal savings are almost depleted. • Revised marketing strategies resulted in some sales for the first month and then fell off to less than 15% of last years sales, which is not enough to cover the fixed overhead. • Government assistance is currently in the form of loans, increased debt is not an answer. Research has demonstrated that the funds are not available to our business. 	<p>List business goals in alignment with critical success factors for short-term (1 year), medium-term (2-5 years), long-term (5 years +). Prioritize goals in order of importance.</p> <ul style="list-style-type: none"> • To close the business with the least damage to our family. 	<p>List goals including the following: -define actions to undertake -define required resources (\$, people, tools/equipment...) -define timelines -define desired results</p> <p><u>Goal #1:</u> To close the business with the least damage to our family.</p> <p><u>Actions:</u> Research the business and personal bankruptcy rules and process (lawyer and/or accountant), engage in dialogue with bank about business closure, review lease and notify landlord of date of business closure, notify utility companies of date of business closure, notify staff of business closure and revise ROEs for each, notify all creditors and negotiate a return of inventory if possible.</p> <p><u>Resources:</u> Expertise and information – lawyer, accountant, loans officer, money mentors, internet.</p> <p><u>Timeline:</u> Make business closure process decision within 7 days (to reduce further expenses).</p> <p><u>Desired Results:</u> Reduce the negative and long-term impact, as much as possible, to our family.</p>	<p>Implement goals in order of priority.</p> <p><u>Actions for Goal #1:</u></p> <ul style="list-style-type: none"> • Research the business and personal bankruptcy rules and process (lawyer and/or accountant). • Engage in dialogue with bank about business closure. • Review lease and notify landlord of date of business closure. • Notify utility companies of date of business closure. • Notify staff of business closure and revise ROEs for each. • Notify all creditors and negotiate a return of inventory if possible. 	<p>Evaluate often, adjust plan as necessary and stay focused on the desired results of each goal. Define lessons learned for now and the future (efficiency).</p> <p><u>Actions for Goal #1:</u></p> <ul style="list-style-type: none"> • Monitor results of each actions to adjust plan daily.

Revised Business Description: Business is in closure process.