**MODÈLE DE PLAN D’AFFAIRES
STRATÉGIQUE SUR UN AN
pour Microsoft Word**

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| VUE D’ENSEMBLE DE L’ENTREPRISENONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNON |
| **NOTRE VISION** |   |
| **NOTRE MISSION** |   |
| **LE PRODUIT QUE NOUS FOURNISSONS** |   |
|  |  |  |  |  |  |
| ANALYSE DU MARCHÉ |
| **QUI NOUS CIBLONS** |   |
| **LE PROBLÈME QUE NOUS RÉSOLVONS** |   |
| **NOS CONCURRENTS** |   |
| **NOTRE AVANTAGE CONCURRENTIEL** |   |
|  |  |  |  |  |  |
| PLAN MARKETING ET COMMERCIAL |
| **CANAUX MARKETING** |   |
| **SUPPORTS MARKETING** |   |
| **STRATÉGIE TARIFAIRE**INCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNON |   |
| **CANAUX DE DISTRIBUTION** |   |
|  |  |  |  |  |  |
| OBJECTIFS PRINCIPAUX ET INDICATEURS DE RÉUSSITE |
| **LES OBJECTIFS QUE NOUS PRÉVOYONS D’ATTEINDRE DANS UN DÉLAI DONNÉ ET COMMENT NOUS LES MESURERONS** |
| **1** |   |
| **2** |   |
| **3** |   |

Échéancier des jalons pour l’année 20xx

Début

08/02

Jalon 2

16/02

Jalon 4

23/02

Jalon 6

03/03

Jalon 1

11/02

Jalon 3

20/02

Jalon 5

01/03

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