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

Ce plan stratégique représente la voie à suivre par Positive Charge pour devenir un leader dans le secteur de la recharge des véhicules électriques en se concentrant sur l’expansion, la satisfaction client et la pénétration du marché au cours de l’année prochaine.

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| **NOTRE VISION** | Mener la transition mondiale vers le transport durable grâce à des solutions de recharge des véhicules électriques innovantes et accessibles. |
| **NOTRE MISSION** | Fournir des services logistiques et de recharge des véhicules électriques fluides, efficaces et écologiques, afin d’améliorer l’expérience des propriétaires de véhicules électriques et de contribuer à une planète plus verte. |
| **LE PRODUIT QUE NOUS FOURNISSONS** | Des bornes de recharge de véhicules électriques ultramodernes et conviviales et un soutien logistique pour les propriétaires de véhicules électriques et les entreprises, en mettant l’accent sur la fiabilité, la rapidité et l’accessibilité. |
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| ANALYSE DU MARCHÉ |
| **QUI NOUS CIBLONS** | Les propriétaires de véhicules électriques et les acheteurs potentiels, les entreprises disposant de flottes de véhicules électriques et les lieux de réception souhaitant offrir des solutions de recharge de véhicules électriques. |
| **LE PROBLÈME QUE NOUS RÉSOLVONS** | Remédier au manque d’infrastructures de recharge fiables, rapides et accessibles pour les propriétaires de véhicules électriques et les entreprises, facilitant ainsi le passage au transport durable. |
| **NOS CONCURRENTS** | Les fournisseurs de réseaux de recharge de véhicules électriques déjà établis et les nouveaux arrivants proposant des offres similaires. |
| **NOTRE AVANTAGE CONCURRENTIEL** | Notre combinaison unique de technologie de pointe, de services axés sur le client et d’assistance logistique complète nous permet de nous différencier, garantissant une expérience de recharge supérieure. |
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| PLAN MARKETING ET COMMERCIAL |
| **CANAUX MARKETING** | Marketing numérique (SEO, PPC, réseaux sociaux), partenariats avec des constructeurs de véhicules électriques et participation à des expositions sur l’énergie verte et la durabilité. |
| **SUPPORTS MARKETING** | Brochures informatives, contenu de site Web convaincant, campagnes attrayantes sur les réseaux sociaux et études de cas informatives. |
| **STRATÉGIE TARIFAIRE**INCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNON | Modèles tarifaires compétitifs avec diverses options d’abonnement pour les différents besoins des utilisateurs, y compris le paiement à l’utilisation et des abonnements mensuels. |
| **CANAUX DE DISTRIBUTION** | Ventes directes aux entreprises et ventes en ligne pour les particuliers, et placement stratégique de nos bornes de recharge dans des endroits très fréquentés. |
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| PRINCIPAUX OBJECTIFS INTERMÉDIAIRES ET MÉTRIQUES DE RÉUSSITE |
| **LES OBJECTIFS QUE NOUS PRÉVOYONS D’ATTEINDRE DANS UN DÉLAI DONNÉ ET COMMENT NOUS LES MESURERONS** |
| **1** | Augmenter le nombre de bornes de recharge de 30 % au cours de l’année. MÉTRIQUE : suivre le nombre de nouvelles installations chaque mois. |
| **2** | Augmenter notre clientèle de 25 % d’ici la fin de l’année. MÉTRIQUE : mesurer les abonnements et les taux d’utilisation. |
| **3** | Atteindre un taux de satisfaction client supérieur à 90 %. MÉTRIQUE : utiliser les enquêtes auprès des clients et les rétroactions pour assurer une amélioration continue. |

Échéancier des jalons pour l’année 20xx

Fin d’exercice : consulter les rétroactions des clients

T4 : développer les partenariats

T1 : lancer la campagne de marketing numérique

T2 : mettre en service 20 nouvelles bornes de recharge

T4 : atteindre 25 % d’augmentation

T3 : lancer un programme de fidélité

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