

STRATEGIC BUSINESS REVENUE PLANNING

FISCAL YEAR
DEPARTMENT
STRATEGIC GOAL

REVENUE STREAM	TARGET (USD)	GROWTH STRATEGY	PRIMARY KPI
CORE SERVICES / PRODUCTS			
Primary Product Line			
Service Contracts			
EXPANSION & NEW MARKETS			
Market Tier B			
New Product Launch			
PASSIVE & MISCELLANEOUS			
Licensing/Royalties			
Affiliate Revenue			

REVENUE STREAM

TARGET (USD)

GROWTH STRATEGY

PRIMARY KPI

STRATEGIC NOTES & CONTINGENCY PLANS