



YOUR COMPANY'S VISION

COMPANY NAME: _____

Your *Vision* (i.e. your “10-year goal”) should include the following items:

- Written in **present tense**
- Estimated **sales**
- Estimated number of **employees**
- How many and types of **customers**
- Description of **products/services** offered
- Detail on the **facilities/offices** (particularly for retail)
- Statement on the **world around us** (e.g. Do you see retail being conducted as today, what about the impact of technology? Will government at all levels (world/fed/state/county/local) be the same? What does that mean for your business? What about social institutions, church, charities, schools, training, etc.?)

P.S. Provide an example of someone today who embodies where you want to be in 10 years (e.g. a current competitor or someone who would be a competitor once you achieve your vision).