

SWOT ROADMAP

COMPANY *Slim Gym LLC*

DATE

MONTHS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

PESTLE ROADMAP

COMPANY

DATE

MONTHS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
POLITICAL																		
ECONOMIC																		
SOCIAL																		
TECHNOLOGICAL																		
ENVIRONMENTAL																		
LEGAL																		

VALUE CHAIN ROADMAP

COMPANY _____

DATE _____

MONTHS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
PRIMARY ACTIVITIES	INBOUND LOGISTICS																			
	OPERATIONS																			
	OUTBOUND LOGISTICS																			
	MARKETING																			
	SERVICE																			
SECONDARY ACTIVITIES	INFRASTRUCTURE																			
	HUMAN RESOURCES																			
	TECHNOLOGY																			
	PROCUREMENT																			

KEY FINANCIALS ROADMAP

COMPANY

DATE

MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
CASH FLOW FORECAST ACTIONS																		
TAX RELATED ACTIONS																		
PROCEDURES RELATED ACTIONS																		
PROBLEM SOLVING ACTIONS																		
EQUITY AND FUNDING																		

KEY TRACTION CHANNELS ROADMAP

COMPANY

DATE

MONTHS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18



TRACTION CHANNEL 1

TRACTION CHANNEL 2

TRACTION CHANNEL 3

CUSTOMER FEEDBACK ROADMAP

COMPANY

DATE

MONTHS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18



**SALES AND
MARKETING**

**PRODUCT
AND SERVICE
MODIFICATIONS**

KEY STRATEGY ACTIVITY ROADMAP

COMPANY

DATE

MONTHS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

SWOT

PESTLE

VALUE CHAIN

FIVE FORCES

KEY FINANCIALS

KEY TRACTION
CHANNELS

LEGAL AND COMPLIANCE MILESTONES ROADMAP

COMPANY

DATE

MONTHS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
GENERAL																		
TAXATION																		
INSURANCE AND BANKING																		
LICENCES PERMITS AND AGREEMENTS																		