

2025 Business Action Plan Template

A strategic planning tool for sustainable business growth

[Your Business Name]

[Date]

[Logo placement box]

Executive Summary

[Insert a brief summary of your business's 2025 goals, core strategies, and operational priorities here. This section should be no more than 3–5 paragraphs.]

SMART Goals Overview

Use the table below to define your business's SMART goals for 2025. Each goal should be:

- **Specific** – Clearly state what you want to accomplish.
- **Measurable** – Identify how you will track progress and success.
- **Achievable** – Ensure the goal is realistic given your resources.
- **Relevant** – Align the goal with your broader business objectives.
- **Time-bound** – Set a clear deadline for achieving the goal.

Goal title	Specific	Measurable	Achievable	Relevant	Time-bound
[Title]	[Text]	[Text]	[Text]	[Text]	[Date]

Task Assignment Table

Task	Owner	Due Date	Priority	Status	Notes
[Task]	[Name]	[MM/DD/YYYY]	[High / Medium / Low]	[Not started / In progress / Complete]	[Notes]

KPI Tracking

Metric	Target	Actual	Status	Notes
Monthly revenue	\$50,000	\$42,000	⚠ Below target	Revisit pricing strategy
Website traffic	25,000	26,400	✅ On track	N/A
Lead conversion rate	5%	4.8%	⚠ Below target	Increase email campaigns

Visual key: ✅ On track | ⚠ Below target | 🚫 Critical

Weekly Review Notes

- _____
- _____
- _____