BREED.STRATEGIC BUSINESS PLAN

EXECUTIVE SUMMARY:	DEVELOPMENT:
COMPANY OVERVIEW	PRODUCT DESCRIPTION DELIVERY CAPABILITIES
MISSION STATEMENT	PRICING MODEL
KEY OBJECTIVES	DELIVERY SYSTEM
KEY PARTNERS	CRITICAL ELEMENT SUPPLIERS
MARKET RESEARCH:	MARKETING PLAN:
CLIENTS	STRATEGY
	BREAKDOWN
MARKET STATUS	POSITIONING
COMPETITION	ADVERTISING
SWOT ANALYSIS	
STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS