



Strategic Plan Report

Atlantis Group



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REPORT FILTERS

Show Vision, Mission and Core Values: Yes

Show Environmental Analysis: Yes

Show Issue Summary: No

Show Stakeholder Analysis: No

Show Goals, Outcomes and Strategies: Yes

Show Priorities: No

Show Agencies: No

VISION

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions

MISSION

To be the catalyst in communities of customers, contributors, and partners creating better technology the open source way.

ENVIRONMENTAL ANALYSIS

INTERNAL	<p>STRENGTHS</p> <ul style="list-style-type: none"> • Inability for the organisation to meet its strategic goals due to inability to negotiate with interested parties • Efficiency caused by procedural flexibility • Reduced transaction costs due to harmonious working practices • Unauthorised release of confidential information • Insider Trading • Failure to reduce direct greenhouse gas emissions • Change in Industry conditions leads to financial loss • Sufficient quantity of venture capital 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Higher costs compared to competitors • Possibilities of corporate collusion and anti competitive practices • Rent seeking opportunities due to elastic arrangements • Costs of maintaining relationships between contracting parties • Lack of seed capital
	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Cut on administrative obstacles • Improving quality • High growth potential abroad markets • High social acceptance • 2 year government subsidies • The increasing number of large complex projects • Failure to appropriately implement business continuity program/policy 	<p>THREATS</p> <ul style="list-style-type: none"> • Completed projects shortchanging security and controls • Frequent inability to meet sprint deliverables • Critical Infrastructure Failures • Unauthorised access of data stored in our internal systems • Intellectual Property Theft • Failure to comply with corporate IT policies and controls • Failure to comply with corporate IT policies and controls • Failure to achieve legal and regulatory compliance with relevant Australian Standards

GOALS, OUTCOMES AND STRATEGIES

Goal	1	Major business growth through focus on new initiatives
Outcomes	1.1	Established successful online division
Target		Achieve \$2 million in 2022/2023 FY
Strategy	1.1.1	Research the addressable online market, and develop appropriate product offering
Outcomes	1.2	Global leader within new verticals
Target		Achieve \$4 million in 2022/2023 FY
Strategy	1.2.1	Increase brand awareness within new sectors utilising our expertise and track record of success
	1.2.2	Establish strong global reference sites within the new target sectors
Outcomes	1.3	Increased presence throughout Asia driven by a self-sufficient direct sales engine
Target		Achieve \$2 million in 2022/2023 FY
Strategy	1.3.1	Combine direct sales approach with strong interest from partner organisations to significantly increase our presence within the Asian region
Outcomes	1.4	Successful established global partnerships and acquisitions
Target		Achieve \$6 million in 2022/2023 FY
Strategy	1.4.1	Develop and implement a blueprint for our global partnerships
	1.4.2	Investigate partner opportunities in NA as a way of managing and growing the client base in the short term
	1.4.3	Explore strategic acquisitions to increase customer base and market share
Goal	2	Business-as-usual facilitating organic growth to deliver \$100 million
Outcomes	2.1	Expanded product and service sales through sustainable growth
Target		Achieve \$8 million in 2022/2023 FY
Strategy	2.1.1	Consolidation of existing verticals through intensive sales and service delivery strategies
	2.1.2	Develop strategy to improve the number of sales to existing customers
Outcomes	2.2	Increased profit margins through business process optimisation
Target		Achieve \$5 million in 2022/2023 FY
Strategy	2.2.1	Conduct process modelling and service review to identify optimisation opportunities

Goal	3	An empowered workforce, supported by business systems, enabling service delivery excellence
Outcomes	3.1	Successfully implemented strategy mapping and performance management system driving strategic alignment and coherence
Target		Achieve \$1 million in 2022/2023 FY
Strategy	3.1.1	Research and procurement of new business system
	3.1.2	Implementation of new business system into the organisation
Outcomes	3.2	Strengthened focus on the people and culture of our organisation
Target		Achieve \$3 million in 2022/2023 FY
Strategy	3.2.1	Develop an improved feedback loop between employees and the organisation
Outcomes	3.3	Excellence in customer feedback and satisfaction
Target		Achieve \$1.5 million in 2022/2023 FY
Strategy	3.3.1	Maintain and implement a road-map of customer recommendations to improve satisfaction
Goal	4	An industry leader in sustainable business practices
Outcomes	4.1	Achieving net-zero carbon emissions in our global operations annually
Target		Reduce CO2 emissions by 320,000 tonnes in 2022/2023 FY
Strategy	4.1.1	Establish strong global reference sites within the new target sectors
	4.1.2	Reduce CO2 emissions by 320,000 tonnes a year