

# SOFTWARE PROJECT BRIEF TEMPLATE

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CATEGORY	DESCRIPTION
BUSINESS SUMMARY	
BUSINESS OBJECTIVES	
THE PROBLEM	
OUR SOLUTION	
COMPETITIVE ADVANTAGE	
TARGET MARKET	
MARKETING STRATEGY & OBJECTIVES	
FINANCIAL REQUIREMENTS	

## ACTION PLAN

CATEGORY	ACTION	OWNER	DATE	COST
PRODUCT				
PRICE				
PLACE				
PROMOTION				
MARKETING CHANNELS				
PERFORMANCE STANDARDS				
RESULTS MEASUREMENT METHODS				
REVIEW				

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