**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11978&utm_source=template-word&utm_medium=content&utm_campaign=Product+Strategy+Document-word-11978&lpa=Product+Strategy+Document+word+11978)PRODUCT STRATEGY   
DOCUMENT TEMPLATE**

PRODUCT STRATEGY DOCUMENT

|  |  |
| --- | --- |
| COMPANY |  |
| LOCATION |  |

|  |  |
| --- | --- |
| Vision Statement |  |
| Business Objective |  |
| Target Customer |  |
| Unique Selling Proposition |  |

|  |  |  |
| --- | --- | --- |
| Product Goals | KPIs | Tactics |
|  |  |  |

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