**PRODUCT STRATEGY**

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| **PRODUCT PLAN INFO** |
| **COMPANY NAME** |   | **PRODUCT NAME** |   |
| **DATE OF PRODUCT CONCEPTION** |  | **DATE OF INITIAL PLAN** |  |
| **TEAM MEMBERS** |
| **TEAM MEMBER NAME** | **POSITION HELD** | **TEAM MEMBER NAME** | **POSITION HELD** | **TEAM MEMBER NAME** | **POSITION HELD** |
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| **REVISIONS** |
| **REVISION NO.** | **DATE** | **EDITED BY** | **COMMENTS / DESCRIPTION OF CHANGES** |
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| [**STRATEGY OUTLOOK**](#STRATEGY_OUTLOOK) | [**FINANCE**](#FINANCE) | [**TEAM**](#TEAM) |
| [**PRODUCT DETAILS**](#PRODUCT_DETAILS) | [**SALES**](#SALES) | [**ISSUE MONITORING**](#ISSUE_MONITORING) |
| [**POSITIONING STATEMENT**](#POSITIONING) | [**DISTRIBUTION / PARTNERSHIPS**](#DISTRIBUTION) | [**CALENDAR**](#CALENDAR) |
| [**TARGET AUDIENCE**](#TARGET_AUDIENCE) | [**RELEASE**](#RELEASE) | [**LEGAL**](#LEGAL) |
| [**MARKET RESEARCH**](#MARKET_RESEARCH) | [**DEVELOPMENT**](#DEVELOPMENT) | [**FAQ**](#FAQ) |
| [**COMPETITIVE ANALYSIS**](#COMPETITIVE_ANALYSIS) | [**OPERATIONS**](#OPERATIONS) | [**FURTHERMORE**](#FURTHERMORE) |

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| **STRATEGY OUTLOOK | *Provide a brief overview of the following categories.*** |
| **OBJECTIVES** |
|   |
| **TARGET MARKET** |
|   |
| **POSITIONING** |
|   |
| **PRODUCT FEATURES & BENEFITS** |
|   |
| **MARKETING STRATEGY** |
|   |
| **FINANCIAL PROJECTION** |
|   |
| **COMPETITIVE ANALYSIS** |
|   |
| **PROJECTED TIMELINE** |
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| **PRODUCT DETAILS** |
| **BACKSTORY** |
|   |
| **SELLING POINTS** |
|   |
| **FEATURE LOG** |
| **FEATURE** | **FUNCTION** | **BENEFIT** | **PROOF** |
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| **PRODUCT FACTS** |
| **PRODUCT NAME** |  |
| **DESCRIPTION** |  |
| **TAG LINE** |  |
| **VERSION** |  |
| **PRICE POINT** |  |
| **PHYSICAL QUALITIES** |  |
| **SHIPPING DATA** |  |
| **WEB LINKS** |  |
| **ADDITIONAL INFO** |  |

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| **POSITIONING STATEMENT** |
| **TARGET MARKET** |  |
| **PRODUCT** |  |
| **POINT OF DIFFERENTIATION** |  |
| **FRAME OF REFERENCE** |  |
| **REASON TO BELIEVE** |  |
| **CRAFTED STATEMENT** |
| For ***Target Market,*** the ***Product*** is the ***Point of Differentiation*** among all ***Frame of Reference*** because ***Reason to Believe.*** |
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| **TARGET AUDIENCE** |
| **PROJECT TARGET | *who are we trying to reach?*** |
|   |
| **BRAND TARGET | *who does the brand speak to?*** |
|   |
| **DESIRED REACTION | *what actions do you wish your market to take?*** |
|   |
| **TARGET USERS | *define primary and secondary users and how the product will impact each*** |
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| **MARKET RESEARCH** |
| **DATA / RESEARCH** |
|   |
| **ANALYSIS** |
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| **COMPETITIVE ANALYSIS** |
| **COMPETITOR BREAKDOWN** |
| **COMPETITOR PRODUCT** | **LINK** | **BENEFIT 1** | **BENEFIT 2** | **DOWNFALL 1** | **DOWNFALL 2** |
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| **FEATURE BREAKDOWN** |
| **PRODUCT FEATURE** | **COMPET.PROD.1** | **COMPET.PROD.2** | **COMPET.PROD.3** | **COMPET.PROD.4** | **COMPET.PROD.5** |
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| **ADDITIONAL INFO** |
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| **THE TAKEAWAY | *what is the key idea to be remembered?*** |
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| **FINANCE** |
| **BUDGET** |
| **AMOUNT** | **FINANCE SOURCES** |
|   |   |
| **ADDITIONAL BUDGET INFO** |
|   |
| **PRICING** |
| **PRODUCT** | **LIST** | **RETAIL** | **PRICE BREAK 1** | **PRICE BREAK 2** | **PREMIUM** |
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| **ABOUT PRICING MODEL** |
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| **SALES** |
| **TEAM STRUCTURE** |
|   |
| **STRATEGY** |
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| **DISTRIBUTION & PARTNERSHIPS** |
| **MARKET SEGMENTS** | **TARGET PARTNERS** | **MESSAGE, BENEFITS, SUPPORT, & INVENTORY** |
| **RETAIL** |  |  |
| **WHOLESALE** |  |  |
| **CONSULTANT** |  |  |
| **MANUFACTURER REP** |  |  |
| **DEALER** |  |  |
| **VALUE-ADDED RESELLER** |  |  |
| **INTERNET - DIRECT** |  |  |
| **CATALOG - DIRECT** |  |  |
| **ADDITIONAL STRATEGY INFO** |
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| **RELEASE** |
| **MARKET DELIVERABLE / ACTIVITY OVERVIEW** |
|   |
| **LAUNCH GUIDE** |
| **TIME FRAME** | **MARKETING ACTIVITY** |
| **START DATE** | **END DATE** | **LOCATION** | **ACTIVITY DESCRIPTION** |
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| **ADDITIONAL LAUNCH INFO** |
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| **DEVELOPMENT** |
| **SCHEDULE** |
|   |
| **STRATEGY** |
|   |
| **PARTS & LABOR** |
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| **QUALITY ASSURANCE** |
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| **DOCUMENTATION PLAN** |
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| **OPERATIONS | *Provide a brief overview of the timeline, resource, and activity requirements for each*** |
| **TECH SUPPORT** |
|   |
| **CUSTOMER SUPPORT** |
|   |
| **SALES** |
|   |
| **PRODUCT DEVELOPMENT** |
|   |
| **PRODUCT MANUFACTURING** |
|   |
| **DISTRIBUTION** |
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| **TEAM** |
| **TEAM MEMBER** | **FUNCTION** | **DEPARTMENT** | **EMAIL** | **PHONE** |
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| **ISSUE MONITORING** |
| **ISSUE DESCRIPTION** | **DATE IDENTIFIED** | **DATE TO BE FIXED** | **TEAM MEMBER** |
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| **CALENDAR** |
| **PROJECTED TIMELINE** |
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| **IMPORTANT DATES / DEADLINES** |
| **MILESTONE DESCRIPTION** | **START DATE** | **PROJECTED DEADLINE** | **DATE COMPLETED** |
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| **FAQ** |
| **QUESTION** | **ANSWER** |
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| **LEGAL** |
| **PATENTS | *what elements are proprietary?*** |
|   |
| **OTHER ISSUES | *list all other legal issues to take into account*** |
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| **FURTHERMORE** |
| ***include any additional critical information*** |
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