Form 4

Strategy Summary

Your strategy summary should include a statement of all matters that impact achieving your market share and financial health goals. Please see sample strategy statements on pages 49 to 57. Your strategy summary should not reference or assume specific tactics.

Download blank forms found at ScottChannell.com/MAMResources to make this step easier for you.

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| Source of Market Share |
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| Target Market Focus |
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| Services/Product Mix Strategy (add, reduce, change mix) |
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| **Other strategy summary topics for you to consider.** |
| * Seasonal issues
* Frequency plan
* Product/service strategies
* Branding
* Maximizing repeat purchases and referrals
* Rate of growth desired
* Publicity/public relations
* Packaging/presentation
* Price points and quality
* Customer service
* Ease of purchase
* Increasing average order/transaction size
* Increasing margin
* Bundling
* Personal selling strategy
* Technology strategy
* Changing trends
* Resource allocation (money/time)
* Client/customer satisfaction
* Messaging
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