**Product Strategy Template**

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| Product Plan Information |
| **Company Name** |   | **Product Name** |   |
| **Date of Product Conception** |   | **Date of Initial Plan** |   |
| **Team Members** |
| Name | Position Held | Name | Position Held | Name | Position Held |
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| Revisions |
| **Revision No.** | **Date** | **Edited By** | **Comments / Description of Changes** |
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| STRATEGY OUTLOOK |
| ***Provide a brief overview of the following categories.*** |
| **Objectives** |
|   |
| **Target Market** |
|   |
| **Positioning** |
|   |
| **Product Features and Benefits** |
|   |
| **Marketing Strategy** |
|   |
| **Financial Projections** |
|   |
| **Competitive Analysis** |
|   |
| **Projected Timeline** |
|   |
| Product Details |
| **Backstory** |
|   |
| **Selling Points** |
|   |
| **Feature Log** |
| **Feature Log** | **Function** | **Benefit** | **Proof** |
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|  |  |  |  |
| Product Facts |
| **Product Name** |   |
| **Description** |   |
| **Tag Line** |   |
| **Version** |   |
| **Price Point** |   |
| **Physical Qualities** |   |
| **Shipping Data** |   |
| **Web Links** |   |
|  **Additional Information** |   |
| 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.*** |
|  |  |  |  |  |  |
| 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** |
|   |
| Market Research |
| **Data / Research** |
|   |
| **Analysis** |
|   |

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| Competitive Analysis |
| **Competitor Breakdown** |
| **Product** | **Link** | **Benefit 1** | **Benefit 2** | **Downfall 1** | **Downfall 2** |
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| **Feature Breakdown** |
| **Product Feature** | **Competitor Product 1** | **Competitor Product 2** | **CompetitorProduct 3** | **CompetitorProduct 4** | **CompetitorProduct 5** |
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| **Additional Information** |
|   |
| **The Takeaway - What is the key idea to be remembered?** |
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| Finance |
| **Budget** |
| **Amount** | **Finance Sources** |
|   |   |
| **Additional Budget Information** |
|   |
| **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** |
|   |
| Distribution and Partnerships |
| **Market Segments** | **Target Partners** | **Message, Benefits, Support, and Inventory** |
| **Retail** |   |   |
| **Wholesale** |   |   |
| **Consultant** |   |   |
| **Manufacturer Rep** |   |   |
| **Dealer** |   |   |
| **Value-Added Reseller** |   |   |
| **Internet - Direct** |   |   |
| **Catalog - Direct** |   |   |
| **Additional Strategy Information** |
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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 Information** |
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| Development |
| **Schedule** |
|   |
| **Strategy** |
|   |
| **Parts and Labor** |
|   |
| **Quality Assurance** |
|   |
| **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** |
|   |
| **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 |
| ***Provide a brief overview of the timeline, resource, and activity requirements for each*** |
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