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Company Operating Plan

Vision of the Company:

Company Core Values:

Company Business Operating Philosophies:

List Your Overall Company Goals – Operating Goals

Reference Evaluator ™

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| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **5** |  |

Define Your Company Business Model for Success

Example Given

Goal # 1:

Additional Strategies Key Action Steps Accountable Date

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Goal # 2:

Additional Strategies Key Action Steps Accountable Date

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Goal # 3:

Additional Strategies Key Action Steps Accountable Date

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Goal # 4:

Additional Strategies Key Action Steps Accountable Date

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Goal # 5:

Additional Strategies Key Action Steps Accountable Date

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Goal # 6:

Additional Strategies Key Action Steps Accountable Date

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Goal # 7:

Additional Strategies Key Action Steps Accountable Date

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Goal # 8:

To develop a media plan to create #\_\_\_\_\_\_\_ leads to meet sales target of $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. What are the Company’s Brand Attributes?

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1. What is the unique selling proposition of the company?
2. What is the advertising slogan or theme for the use in ads?
3. Is there a jingle being used in the creative ads?

Additional Strategies Key Action Steps Accountable Date

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Goal # 9:

Additional Strategies Key Action Steps Accountable Date

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Goal # 10:

Additional Strategies Key Action Steps Accountable Date

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Goal # 11:

Additional Strategies Key Action Steps Accountable Date

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Goal # 12:

Additional Strategies Key Action Steps Accountable Date

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Goal # 13:

Additional Strategies Key Action Steps Accountable Date

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Business Priorities List

Answers from the Business Evaluator List of Questions

List All Gaps in the Company Marketing Practices

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Prioritize the Top 10 Action Items from Company List

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