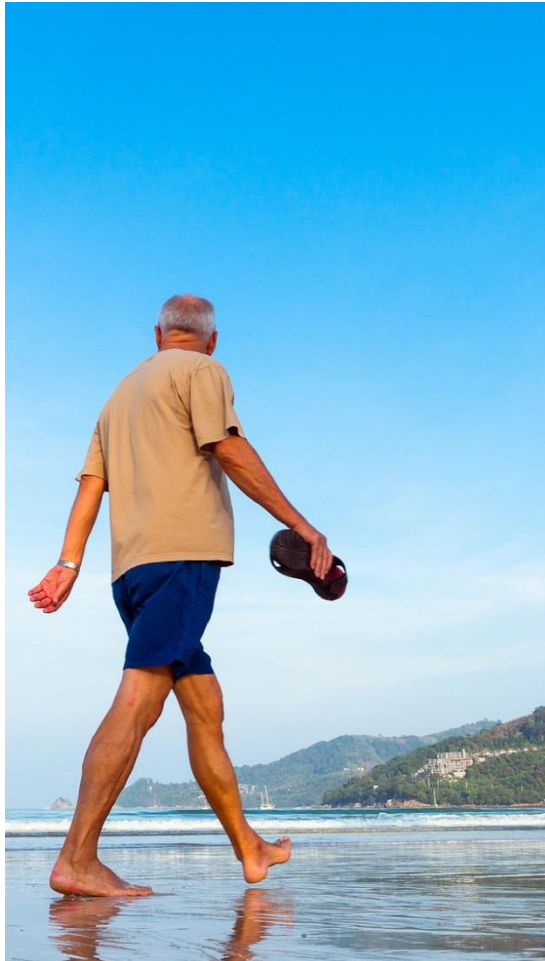


Plan on a Page

Customized, Comprehensive, and Clear



Business Objectives

What does success look like?

Target Customer

Who MUST we win with?

Customer Objectives

What do we want them to think, feel, and do?

Brand Promise

What will we promise? What is meaningful, ownable, differentiated?

Proof

Why should we believe the promise?

Key Initiatives to Win

**So what for: Service, Merchandising, Pricing, Store plan, etc.
What is the role of communications and channels?**

Measure & Course Correct

How will we know we have succeeded?

**We solve tough business challenges to
unlock growth and build stronger brands.**

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