**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=8680&utm_source=template-word&utm_medium=content&utm_campaign=Product+Strategy-word-8680&lpa=Product+Strategy+word+8680)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** | | | | | |
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| **Target Market** | | | | | |
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| **Positioning** | | | | | |
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| **Product Features and Benefits** | | | | | |
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| **Marketing Strategy** | | | | | |
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| **Financial Projections** | | | | | |
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| **Competitive Analysis** | | | | | |
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| **Projected Timeline** | | | | | |
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| Product Details | | | | | |
| **Backstory** | | | | | |
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| **Selling Points** | | | | | |
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| **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.*** | | | | | |
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| Target Audience | | | | | |
| **Project Target - Who are we trying to reach?** | | | | | |
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| **Brand Target - Who does the brand speak to?** | | | | | |
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| **Desired Reaction - What actions do you wish your market to take?** | | | | | |
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| **Target Users - Define primary and secondary users and how the product will impact each** | | | | | |
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| Market Research | | | | | | |
| **Data / Research** | | | | | | |
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| **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** | **Competitor Product 3** | **Competitor Product 4** | **Competitor Product 5** |
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| **Additional Information** | | | | | |
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| **The Takeaway - What is the key idea to be remembered?** | | | | | |
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| Finance | | | | | |
| **Budget** | | | | | |
| **Amount** | | | **Finance Sources** | | |
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| **Additional Budget Information** | | | | | |
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| **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** | | | | | |
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| **Strategy** | | | | | |
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| 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** | | | |
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| **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** |
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| **Strategy** |
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| **Parts and 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** |
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| **Customer Support** |
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| **Sales** |
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| **Product Development** |
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| **Product Manufacturing** |
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| **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?** | | | | | |
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| **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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