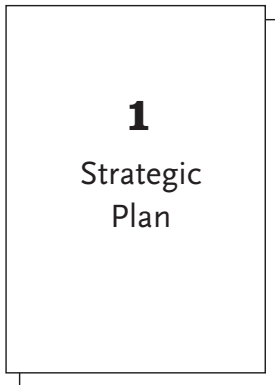


The Plan



1
Strategic Plan

3–5 year Plan
 why we exist (mission)
 where we are going (vision)
 who will join us (target)
 why they'll join us (positioning)
 SMART Goals

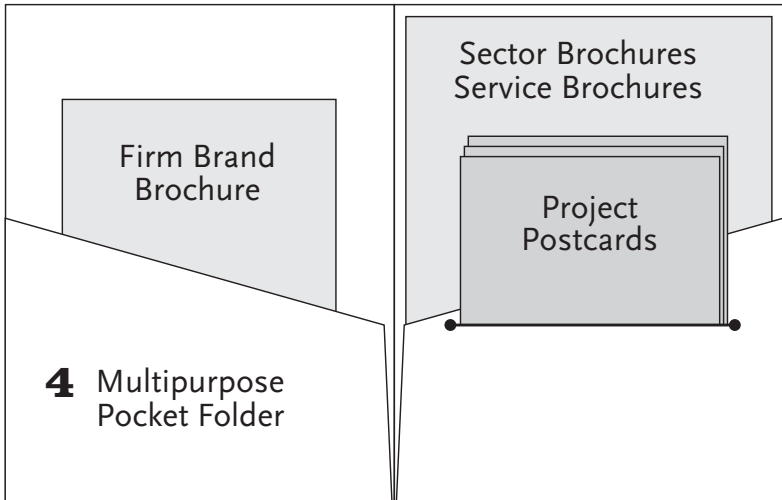
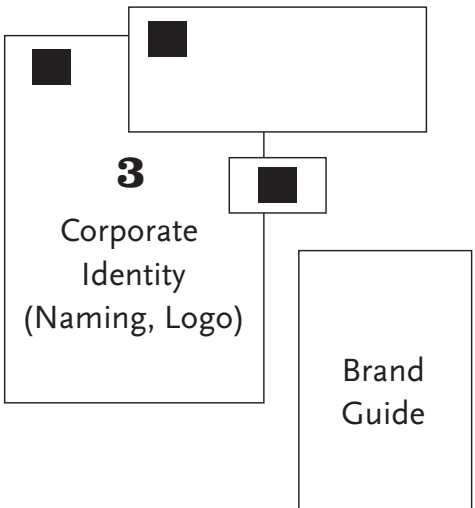


2
Marketing Plan

1 year Plan
 how we will get there
 who will implement
 cost to get there



POSSIBLE COMMUNICATION VEHICLES



GOAL



Win New Business

