CATEGORY	DESCRIPTION			
BUSINESS SUMMARY				
BUSINESS OBJECTIVES				
THE PROBLEM				
OUR SOLUTION				
COMPETITIVE ADVANTAGE				
TARGET MARKET				
MARKETING STRATEGY & OBJECTIVES				
FINANCIAL REQUIREMENTS				
A CTION DI A	N.I.			
ACTION PLA		OWNED	DATE	COST
CATEGORY	ACTION	OWNER	DATE	COST
CATEGORY PRODUCT		OWNER	DATE	COST
CATEGORY PRODUCT PRICE		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE PROMOTION		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE PROMOTION MARKETING		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE PROMOTION MARKETING CHANNELS PERFORMANCE		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE PROMOTION MARKETING CHANNELS PERFORMANCE STANDARDS RESULTS MEASUREMENT		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE PROMOTION MARKETING CHANNELS PERFORMANCE STANDARDS RESULTS MEASUREMENT METHODS		OWNER	DATE	COST
CATEGORY PRODUCT PRICE PLACE PROMOTION MARKETING CHANNELS PERFORMANCE STANDARDS RESULTS MEASUREMENT METHODS OTHER		OWNER	DATE	COST