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| Project Title | Evolve value proposition / value messaging | | | | Project Manager | Mary Moon |
| Project Start Date | | 6/12/2017 | Project End Date | 8/10/2017 | Project Sponsor | John Daly |

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| Project Type | Business Model Strategy | Function/Department | Marketing | Operating Company/Division | Division B |

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| Business Need | |
| Help the operating divisions to achieve above market growth through identifying and positioning of fully tested customer driven value propositions | |
| Project Scope | Deliverables |
| Evolve value proposition for operating divisions; not to include each product line | 1. Conversion of the focus product solutions 2. Change in funnel performance 3. Business Model Strategy |
| Risks & Issues | Assumptions |
| * Lack of available information on market * Research reports inconsistent with business landscape * Critical resources not available | * Managers to provide regular updates * Customers are available |
| Key Activities | |
| * Review current value proposition generation work and application in focus operating divisions * Review external best practice value proposition development * Conduct VOC to identify sub-segments, build personas and map the customer buying process working with target divisions * Business Model Strategy | |

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| Financials | |
| Budget: $20,000 | |
| Milestone Schedule | |
| Milestones | Target Completion Date |
| Kick-off | 6/18/2017 |
| Mid-summer report out | 7/27/2017 |
| Final Report Out | 8/17/2017 |

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| Project Team | | Approval/Review Committee | |
| Project Manager | Mary Moon | Sponsor | John Daly |
| Team Member | Jordan Spieth | Corporate HR Manager | Erin Andrews |
| Team Member | Rory McIlroy | Operating Company HR | Monica Seles |
| Team Member | Dustin Johnson | Operating Company President | Dan Fouts |
| Team Member |  |  |  |

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| Resulting Impact | | | | | | | |
| Success Metric | $ Sales Projection | % Achieved | 75% | Downloads | 5 | Shares | 6 |