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| Project Title | Market Assessment & Deregulation Update | | | | Project Manager | Alex Rodriguez |
| Project Start Date | | 6/12/2017 | Project End Date | 8/10/2017 | Project Sponsor | Joe Girardi |

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| Project Type | Go-to-Market Strategy | Function/Department | Marketing | Operating Company/Division | Division B |

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| Business Need | |
| Mexico market is undergoing deregulation of certain industries. This opens up several opportunities for our company to improve its presence and offering in this market place, and to grow share during the significant market growth that is expected to result from the deregulation. | |
| Project Scope | Deliverables |
| Evaluate for Mexico market only; not to include domestic or other international markets | 1. Assess and estimate opportunities 2. Roadmap for winning 3. Go-to-Market 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 | |
| * Retail market and deregulation effects * Market forecast and sizing by product line * Go-to-Market Strategy | |

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| Financials | |
| Budget: $30,000 | |
| 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 | Alex Rodriguez | Sponsor | Joe Girardi |
| Team Member | Aaron Judge | Corporate HR Manager | Erin Andrews |
| Team Member | Derek Jeter | Operating Company HR | Monica Seles |
| Team Member | Nick Swisher | Operating Company President | Dan Fouts |
| Team Member |  |  |  |

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| Resulting Impact | | | | | | | |
| Success Metric | # Customer Acquisition Funnel | % Achieved | 125% | Downloads | 23 | Shares | 47 |