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| Project Title | Go-to-Market Strategy for Commercial Business | | | | Project Manager | Lebron James |
| Project Start Date | | 6/12/2017 | Project End Date | 8/10/2017 | Project Sponsor | Tyron Lue |

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

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| Business Need | |
| Our technologies platform has several businesses that provide solutions to the commercial and industrial markets. This project will entail developing a strategic plan for aligning these businesses in terms of solution sets and go-to-market strategies. | |
| Project Scope | Deliverables |
| Aligning businesses for Division C; not to include other divisions | 1. Market sizing and segmentation 2. Recommended areas for strategic focus 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 | |
| * Understand commercial and industrial markets * Perform competitive gap analysis for identified segments * Assess channel strength * Go-to-Market Strategy | |

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| Financials | |
| Budget: $10,000 | |
| 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 | Lebron James | Sponsor | Tyron Lue |
| Team Member | Dwayne Wade | Corporate HR Manager | Erin Andrews |
| Team Member | Derek Rose | Operating Company HR | John Madden |
| Team Member | Kevin Love | Operating Company President | Sheryl Sandberg |
| Team Member |  |  |  |

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| Resulting Impact | | | | | | | |
| Success Metric | # Customer Acquisition Funnel | % Achieved | 130% | Downloads | 19 | Shares | 41 |