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| Project Title | Strategic Market Segmentation Penetration | | | | Project Manager | Allison Ballsohard |
| Project Start Date | | 6/12/2017 | Project End Date | 8/10/2017 | Project Sponsor | Phil Jackson |

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

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| Business Need | |
| Many operating divisions seek to achieve extraordinary growth by switching from broad go-to-market to targeted penetration into select high growth verticals. One of the biggest challenges has been how to win with customers the division teams don’t traditionally serve with existing offerings. | |
| Project Scope | Deliverables |
| Grow the damn businesses; not to include not growing the businesses | 1. Develop commercial playbook for increasing revenue 2. Increase visibility into product segments 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 | |
| * Develop understanding of penetration plans across divisions * Conduct qualitative and quantitative analysis to identify sub-segments * Market sizing and segmentation * 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 | Allison Ballsohard | Sponsor | Phil Jackson |
| Team Member | Robert Griffen | Corporate HR Manager | Erin Andrews |
| Team Member | Jonny Manziel | 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 | 110% | Downloads | 9 | Shares | 9 |