Marketing Agenda: Actions Suggested by the Marketing Audit

Agenda item #1 is to:

Mini-plan for agenda item #1:	
Who should spearhead this action?	_
By when should it be completed?//	
What special resources might be needed?	
Other people?	
Money? \$	
Special Expertise?	
Special supplies/equipment?	
What should this action accomplish?	
y objective:	
Agenda item #2 is to:	
Mini-plan for agenda item #1:	
Who should spearhead this action?	_
By when should it be completed?//	

What special resources might be needed?	
Other people?	
Money? \$	
Special Expertise?	
Special supplies/equipment?	
What should this action accomplish?	
Key objective:	
Mini-plan for agenda item #1:	
Who should spearhead this action?	
By when should it be completed?///	_
What special resources might be needed?	
Other people?	
Money? \$	
Special Expertise?	
Special supplies/equipment?	

What should this action accomplish?	
Key objective:	
Agenda item #4 is to:	
Mini-plan for agenda item #1:	
Who should spearhead this action?	
By when should it be completed?//	
What special resources might be needed?	
Other people?	
Money? \$	
Special Expertise?	
Special supplies/equipment?	
What should this action accomplish?	
Key objective:	
Agenda item #5 is to:	
Mini-plan for agenda item #1:	
Who should spearhead this action?	
By when should it be completed?//	

What special **resources** might be needed?

Other people?		
•		
Money? \$		
Special Experti	ise?	
Special supplie	es/equipment?	
What should this action	n accomplish?	
Key objective:		

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