

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**?

Key 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: _____

Agenda item #3 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 #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 Expertise? _____

Special supplies/equipment? _____

What should this action **accomplish**?

Key objective:
