

| R - Responsible | Completes the | Completes the deliverable or task. | | | | | |
|--|---------------------|--|------------------------|------------|------------------|-------------------------------|--|
| A - Accountable | Makes final ded | Makes final decisions and signs off on task completion. Only 1 per task. | | | | | |
| C - Consulted | An advisor, stal | An advisor, stakeholder, or subject matter expert who offers guidance before an action is taken. | | | | | |
| I - Informed | Kept up to date | Kept up to date on decisions made. | | | | | |
| Plant Pals Marketing & Sales Strategy | Director of Product | Marketing Manager | Marketing Assistant | Copywriter | Head of Sales | Assistant Sales Manager | |
| Task/Deliverable | | | | | | | |
| PHASE 1 | | | | | | | |
| 1. Create a marketing plan for the new service | С | Α | R | С | С | | |
| 2. Write promotional copy | | A | С | R | | L | |
| 3. Design marketing assets | | Α | R | С | | | |
| 4. Train sales team on new service | С | С | | | A | R | |
| | | *Note: The Director of Product should be kept informed about the promotional copy and the marketing assets. Other informed individuals may vary. | | | | | |