## SAMPLE SIMPLE ACTION PLAN TEMPLATE

## GOAL

To establish our business goals and deliverables, and develop a plan of action to develop our action plan. Clearly define the problem to solve.

## BENCHMARKS FOR SUCCESS

- Define sales targets for your business • Align goals and strategies with the needs of the target market • Outline steps to take to achieve sales goals
- Develop a sales enablement strategy • Create a forecast of sales you expect to reach 1-3 year sales forecast


## EVALUATION PLAN

- Ongoing collection of information about how the project is moving forward • Assess at the mid-term if the goals are on schedule
- Measure the final results and lessons learned

| STRATEGIC ACTION DESCRIPTIONS | PARTY / DEPT RESPONSIBLE | DATE TO BEGIN | DATE <br> DUE | RESOURCES REQUIRED | POTENTIAL HAZARDS | DESIRED OUTCOME |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Document current and future business goals | Marketing | 1/8/29 | 1/13/29 | Market research 21c | You could get lost | Documents in print and digital form |
| Conduct research on existing solutions | Marketing | 1/14/29 | 1/31/29 | Volunteers from street | Research inaccurate | Research is favorable |
| Write down a summary of the problem | Copy | 2/1/29 | 2/9/29 | Office time | Not enough time | No problems at all |
| Conduct market research | Statistics | 2/10/29 | 2/27/29 | Statistics lab time | Archives unavailable | Market research indicates gap |
| Determine key business activities | Statistics | 2/28/29 | 3/1/29 | Statistics Lab time | Stats blurry | Work completed promptly |
| Research local retailers that align with your brand and product | Field Team | 3/2/29 | 3/11/29 | Cars. Per diem. | They close their doors to us | They're friendly |

## ADDITIONAL NOTES

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