**PRODUCT STRATEGY
DOCUMENT TEMPLATE**

**SAMPLE**

PRODUCT STRATEGY DOCUMENT

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| COMPANY | Bark Bakery |
| LOCATION |  |

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| Vision Statement | Offer organic and customizable dog treat bakery boxes to every dog owner and enthusiast. |
| Business Objective | Establish Bark Bakery as the top brand for premium organic and customizable dog treats. |
| Target Customer | Dog owners and pet enthusiasts who prioritize organic, customizable treats. |
| Unique Selling Proposition | Organic and customizable dog treats tailored to special occasions like birthdays.  |

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| --- | --- | --- |
| Product Goals | KPIs | Tactics |
| Show customers the health benefits of using organic ingredients in dog treats. | * Number of blog views and shares
* Website traffic
 | Share ingredients benefits, personal stories, and statistics through the monthly blog and company website. |

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