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* Assign a project manager to oversee the implementation of the recommended actions.
* Schedule regular team meetings to review progress and make necessary adjustments.
* Set up a feedback mechanism to gather customer input and ensure the product meets their needs.
* Review the campaign performance regularly and adjust the strategy as needed.

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* Conduct a customer survey to understand the needs of the target audience and modify the product accordingly.
* Revisit the pricing strategy to make the product more competitive in the market.
* Improve internal communication and coordination among the team members.
* Reevaluate the campaign objectives and align the internal processes accordingly.

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**Market analysis:** The team conducted a thorough market analysis and found that the product is not meeting the needs of the target audience.

**Competition:** The team analyzed the competition and found that the competitor's product is performing better due to their aggressive pricing strategy.

**Internal processes:** The team identified that the internal processes are not aligned with the campaign objectives. There is a lack of communication and coordination among the team members.

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**Company Name:** XYZ Corporation

**Department:** Marketing

**Date:** March 22, 2023

**Issue:** Marketing campaign for new product launch is not performing as expected

**Background:** The marketing team launched a new product campaign last month, but the sales have not met the projected targets. The team has analyzed the data and identified a few potential issues that need to be addressed.

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