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|   |   |   |   |   |   |   |   |   |   |   |   |  |   |
|   | **SALES ACTION PLAN** |
|   |   |   |   |   |  **IN STORE** |   |   |  **ONLINE** |   |   |  **WHOLESALE** |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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|   |   |  **Products****and Services** |   |   | \* Graphic designs\* T-shirts\* Jars\* Gadgets\* Hoodies |   |   | \* Graphic designs\* T-shirts\* Jeans\* Snickers\* Hats |   |   | \* T-shirts\* Jeans\* Snickers |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |  **Budgeted****Costs** |   |   | \* Sales staff\* Retail logistics\* POS systems\* Utilities\* Leasing\* Transportation |   |   | \* Warehouse Management System\* Website maintenance\* 24/7 online support\* SEO writing services |   |   | \* Warehouse Management System\* Logistics\* Manufacturing\* Lorem ipsum |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   | **Projected Sales** |   |   | **20,000 units** |  |  | **40,000 units** |  |  | **25,000 units** |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |  **Distribution****Strategy** |   |   |   | \* In-store only promotions\* Promote customer service experience\* Designer influence\* Lorem ipsum dolor sit amet |   |   | \* Keyword research\* Writing blogs (1 per week)\* Guest posting\* Responsive customer service\* Lorem ipsum dolor sit amet |   |   | \* TV Commercials\* Sports club sponsorship\* Lorem ipsum dolor sit amet |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |  **KPIs** |   |   |   | \* Sales >250,000$\* Store sales increase +15%\* Refferal traffic +10% |   |   | \* Sales >500,000$\* Site traffic increase +22%\* Refferal traffic +10% |   |   | \* Sales >300,000$\* At least 20 bulk orders (more than 1,000pcs) |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
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