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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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