



BURKHART MARKETING :: Brand Refresh

# Strategic Planning

Providing vision and focus as a foundation for growth and prosperity

## YOUR CHALLENGE

The world market is changing faster than ever and the companies that have relied on luck or spontaneous opportunities may not be around for the future. Without a clear vision of what you want to achieve and your purpose for doing it, almost any marketing opportunity can seem like a good idea. Gaining clarity as to what you aim to accomplish and how to get there will provide focus, and motivate staff to work hard in order to feel like part of the team.

## OUR SOLUTION

We collaborate with brands to clearly define the organization's purpose and establish realistic goals consistent with the mission. We establish boundaries for effective decision making and provide a base from which progress can be measured. This provides an intently targeted approach to making business decisions related to distribution, entering markets and investigating opportunities that will guide your sales and marketing efforts. Our approach will ultimately result in increased profits, improved bottom line and a stronger market position.

## WE DELIVER

- **Brand Purpose**  
Vision, Mission Statement
- **Brand Architecture**  
Portfolio, Valuation
- **Three-Year Roadmap**  
Roadblocks, Milestones
- **Marketing Objectives**  
S.M.A.R.T. Goals
- **Success Metrics**  
Key Performance Indicators

LEARN MORE



REQUEST A CONSULT



- **Provide meaningful purpose**
- **Build consensus on key issues**
- **Establish direction**
- **Control strategic initiatives**
- **Create longevity for the business**

See how Burkhart helped a **leading retailer** increase store traffic by **300%**

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