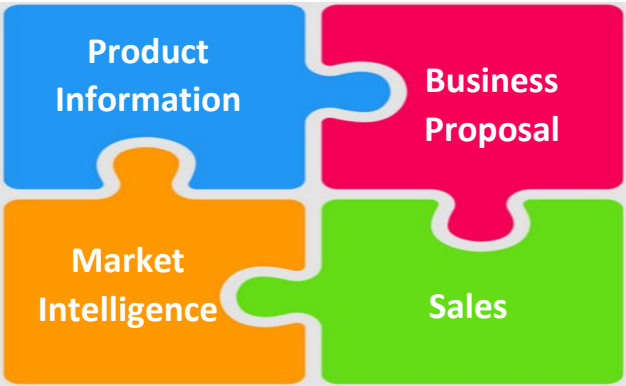


Go to Market (GTM) strategy: A tactical action plan that outlines the steps necessary to succeed in a market or with a customer.



- ### Product Information
- Product Description and Specifications
 - Market Product Identification and Validation
 - What Problems are solved?
 - How the product solves the problems
 - Value Proposition
 - Marketing Claims
 - Use Cases and Applications
 - Product Positioning – How the market will view the product

- ### Business Proposal
- Manufacturing Timeline - Gantt Chart
 - Sales Timeline – Gantt Chart
 - Objectives and Key Milestones
 - Marketing – Advertising and Communication
 - Marketing Material
 - Internal Marketing – Uniformity
 - Pricing Strategy
 - Inventory Plan
 - Legacy Product Phase Out Plan
 - Launch Strategy
 - Timing
 - Training Plan

- ### Market Intelligence
- Market Size and Projections
 - Market Trend Identifications
 - Market future demands
 - Market trend drivers
 - Competition/Competitive Landscape
 - Who, what and where?
 - How will market react?
 - Company and Product SWOT Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
 - Market Segmentation - Who are the customers?
 - Industry
 - Customer size and sales potential
 - Customer Behavior
 - Geography

- ### Sales
- Sales Materials
 - Brochures
 - Specification sheets
 - Demo/Trial capability
 - Initial Market Penetration
 - Who will be immediate buyers?
 - Targeting
 - Decision Makers
 - “Ideal” Customer Definition
 - Post Launch Activities
 - Presentations
 - Conventions
 - Customer Visits
 - Support Model
 - Warranties
 - Spares

