

Components of Existing Business Strategy©

External Communications

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Internal Communications

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Marketing / Advertising

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Public Relations

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Customer Service

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____



Customer Relations

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Research & Development

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Sales

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Human Resources/Recruiting

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Human Resources/Retention

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

Training & Development

Tactic	Budget / Expense
_____	_____
_____	_____
_____	_____
_____	_____

