

PLANNING

1. **Identify the problem.** The problem is that the company is not meeting its sales targets. The sales team is not performing well, and the company is losing market share to its competitors.

2. **Define the objectives.** The objectives are to increase sales by 10% in the next quarter, improve customer satisfaction, and reduce marketing costs by 5%.

3. **Develop a strategy.** The strategy is to focus on high-potential markets, improve product quality, and offer better customer service. The company will also invest in marketing and sales training.

Activity	Start Date	End Date	Status
Market Research	2023-01-01	2023-01-15	Completed
Product Development	2023-01-15	2023-02-15	In Progress
Marketing Campaign	2023-02-15	2023-03-15	Not Started
Sales Training	2023-03-15	2023-04-15	Not Started
Customer Service Improvement	2023-04-15	2023-05-15	Not Started

4. **Monitor and evaluate progress.** The company will track sales, customer satisfaction, and marketing costs on a regular basis. Progress will be reviewed in weekly meetings.

KINGSTON



5. **Implement the plan.** The company will implement the plan by assigning tasks to team members, setting deadlines, and providing resources. The company will also monitor progress and adjust the plan as needed.

6. **Evaluate the results.** The company will evaluate the results by comparing actual performance to the objectives. The company will also identify areas for improvement and implement corrective actions.