



UBP, GOAL AND STRATEGY

COMPANY NAME

UNIQUE BUSINESS PROPOSITION	CUSTOMERS (PRIMARY)
<ul style="list-style-type: none">•	CUSTOMERS (SECONDARY)
	<ul style="list-style-type: none">•
GOALS (SHORT-TERM)	STRATEGIES
<ol style="list-style-type: none">1.2.3.	<ul style="list-style-type: none">•
GOALS (LONG-TERM)	
<ul style="list-style-type: none">•	



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:: Instructions ::

UBP (Unique Business Proposition):

- What does your business really sell, from the customer’s viewpoint?
- What do you really do better than anyone else that deliver benefit to customers?
- What motivate your customers buying from you?
- What are the sources of pride from your employee?

Customers (Primary):

- Who are your primary target customers that ultimately benefits from your products/services?

Customers (Secondary):

- Who are actually paying for your products/services, if not paid by the primary customers?
- Who are the sales/service channels that your offer through to your primary customers?
- Who are the potential customers who you can expand your products/service to?

GOAL (Short-Term):

- What are your Goals within one to two years? Ex: By the end of 2018, our sales goal is \$100M
- Prioritize and simplify your goals to only top 3 with deadlines.

GOAL (Long-Term):

- What are your Goals beyond two years? Ex: By the end of 2020, our annual sales growth is increasing 15% from 2017.
- List all the goals, dreams and ambitions for future encouragement and big picture thinking.

Strategies:

- Leverage methods that you’ve developed from SWOT and TOWS analyses?

:: Examples ::

Jada Toys Inc.

UNIQUE BUSINESS PROPOSITION	CUSTOMERS (Primary)
<ul style="list-style-type: none"> • Make the dream of owning a bunch of real prestige vehicles come true • Exhibit power, beauty, and cuteness self-image through heavy metal • The best diecast toy maker 	<ul style="list-style-type: none"> • Children age 4 to 12 • Collector age 12+
	CUSTOMERS (Secondary)
	<ul style="list-style-type: none"> • Parents/Grand Parents who buy & pay • Mass Retail Channels • Toy Distributors & Dealers • Collectible Distributors & Dealers • On-line e-commerce
GOALS (SHORT-TERM)	STRATEGIES
<ol style="list-style-type: none"> 1. By 2018, Sales volume exceeds US\$100M 2. By 2018, revenue ratios balance at 30% US Mass, 30% US Distribution, and 40% International accounts. 3. By 2018, product mixes reach 20% DC Vehicles, 30% DC Figures, 40% RC, and 10% Misc. categories. 	<ul style="list-style-type: none"> • Licensing big ticket entertainment characters from Disney, Universal, etc. • Above average highly attractive design and packaging with Lower costs and mass production • Keep hunting for low cost 3rd party
GOALS (LONG-TERM)	
<ul style="list-style-type: none"> • By 2020, Sell company at US\$100M • By 2020, new China sales volume reach \$30M 	

<ul style="list-style-type: none"> • By 2020, Total Sales volume achieve US\$150M 	
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Target Stores Inc.

UNIQUE BUSINESS PROPOSITION	CUSTOMERS (Primary)
<ul style="list-style-type: none"> • Brands and products value better than Walmart with just within 1% to 3% higher prices • Store locations, atmosphere, and staff much higher than Walmart and other competitors • 1% earning directly contributes back to the local communities • Product image represent upper classes life styles 	<ul style="list-style-type: none"> • Family age 0 to 50
	CUSTOMERS (Secondary)
	<ul style="list-style-type: none"> • Family age 50+
GOALS (SHORT-TERM)	STRATEGIES
<ol style="list-style-type: none"> 1. 2. 3.. 	<ul style="list-style-type: none"> • •
GOALS (LONG-TERM)	
<ul style="list-style-type: none"> • 	