



Excellence Strategy Analysis

Strategy Presentation Template

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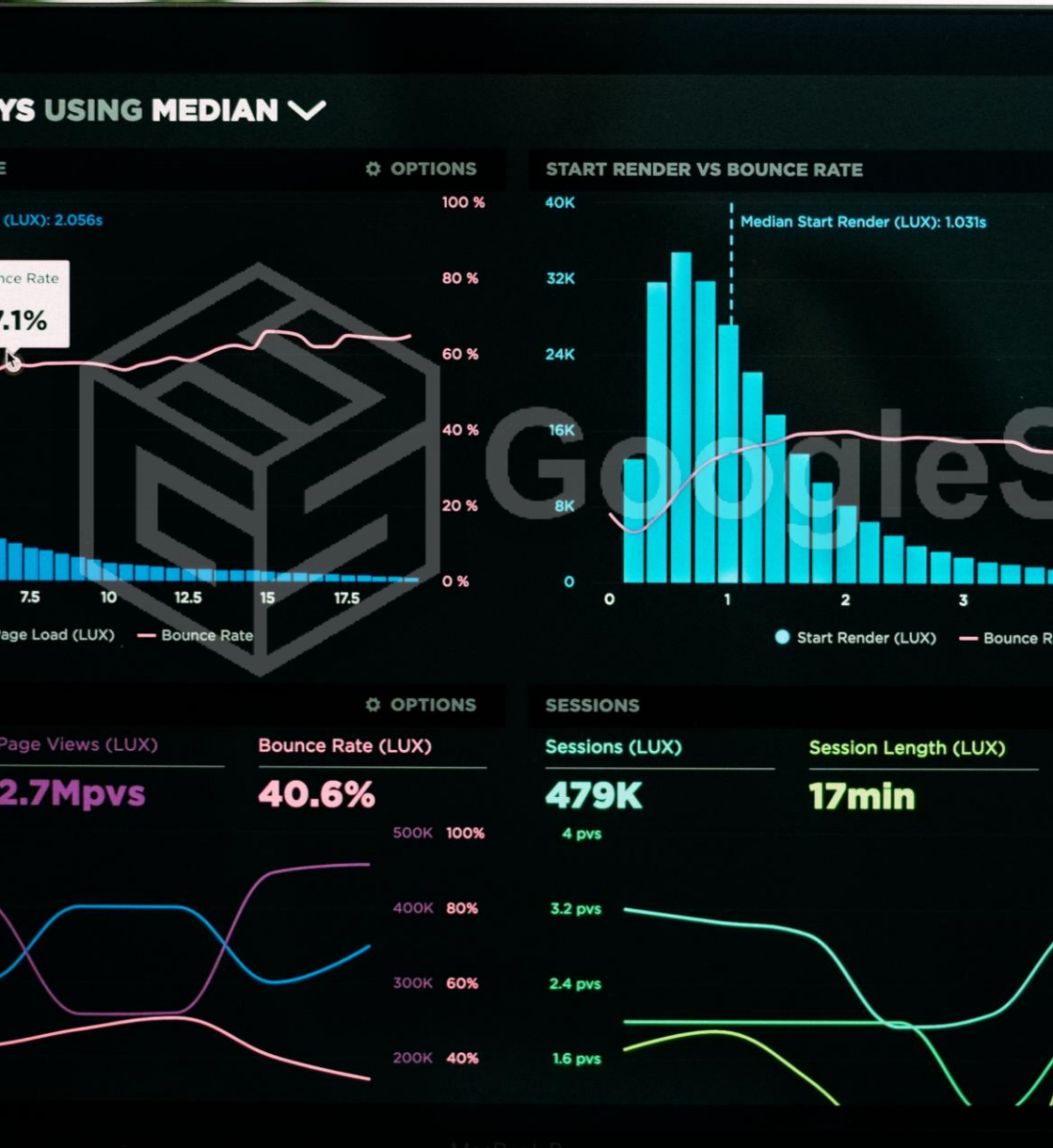


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Strategy Models

- SWOT Analysis
- Strategizing Mix 4 P's

Competition Strategy

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- Competitive Advantage
- Competitive Positioning

Marketing Strategy

- Promotion Strategy
- Pricing Strategy
- Communication Strategy

CURRENT STRATEGYS

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STRATEGY #1

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STRATEGY #2

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STRATEGY #3

STRATEGY TRENDS

Years

2019

2020

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Trend #1

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Trend #2

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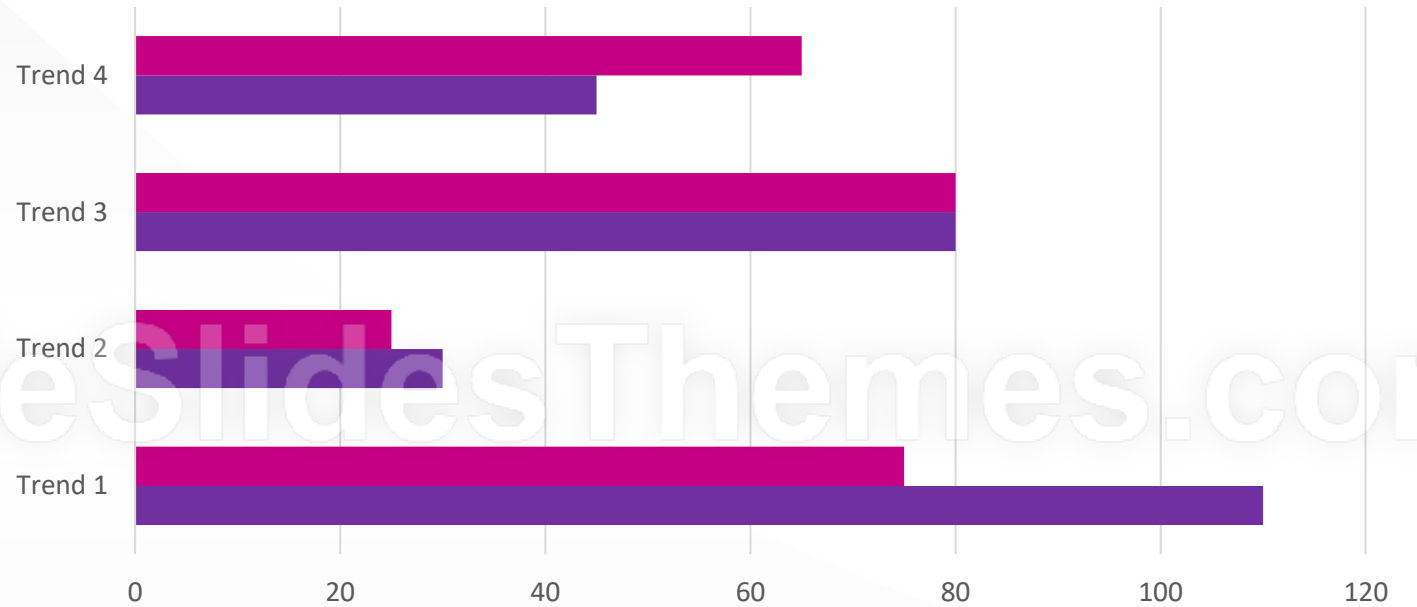


Trend #3

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Point Score

■ 2020 ■ 2019



STRATEGY RESEARCH



Surveys

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Focus Groups

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Observation

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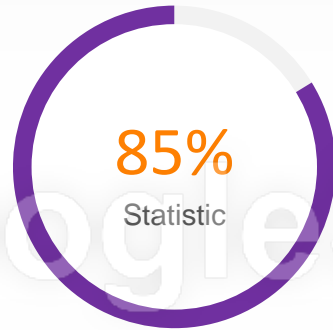
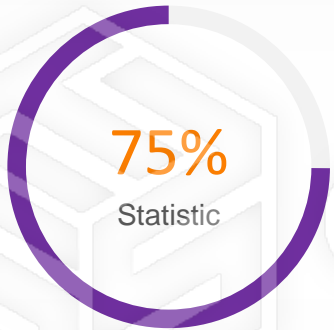


Interviews

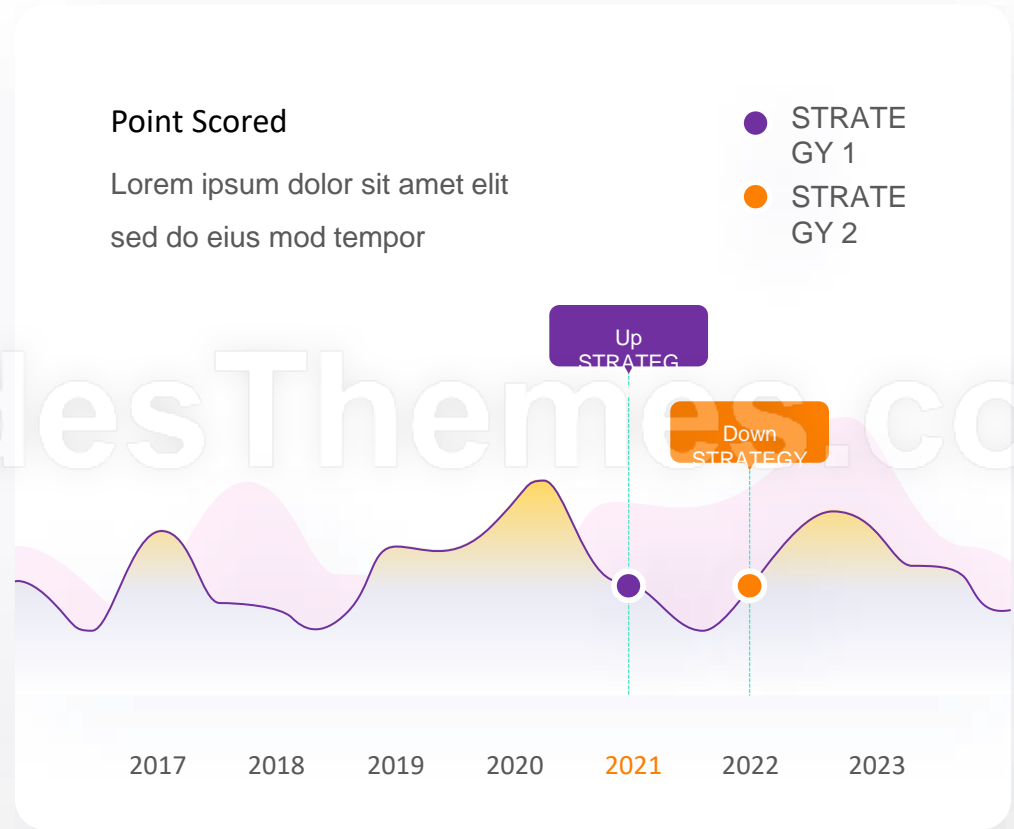
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STRATEGY GROWTH



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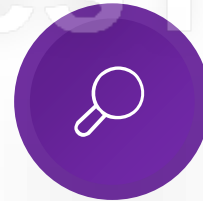
STRATEGY NEEDS

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TECHNOLOGY

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COMMUNICATION

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EFFICIENCY

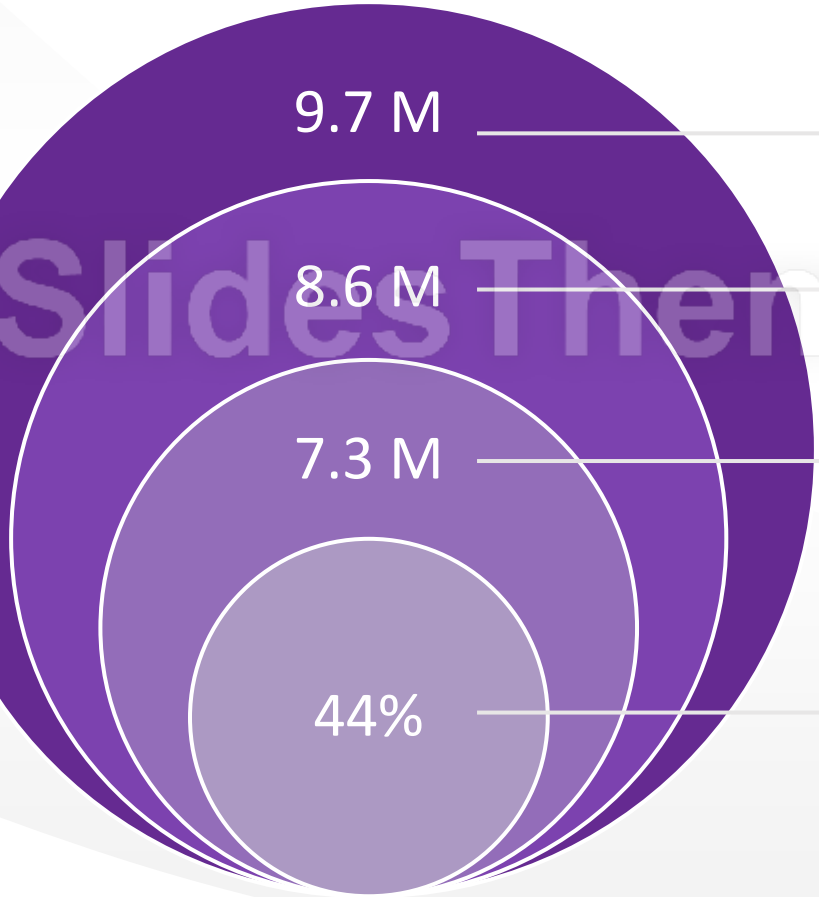
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STRATEGY OPPORTUNITY

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STRATEGY SEGMENTATION

75%
Statistic

Your Text Here

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Geographic

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Demographic

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Psychographic

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Behavioral

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STRATEGY SEGMENTATION



Behavioral

- a. **Brand Loyalty** : Your Text Here
- b. **Benefits Sought** : Your Text Here
- c. **User Status** : Your Text Here
- d. **Usage Rate** : Your Text Here
- e. **Occasion** : Your Text Here
- f. **Willingness to Buy** : Your Text Here



Geographic

- a. **Region** : Your Text Here
- b. **Country** : Your Text Here
- c. **Population** : Your Text Here
- d. **Climate** : Your Text Here



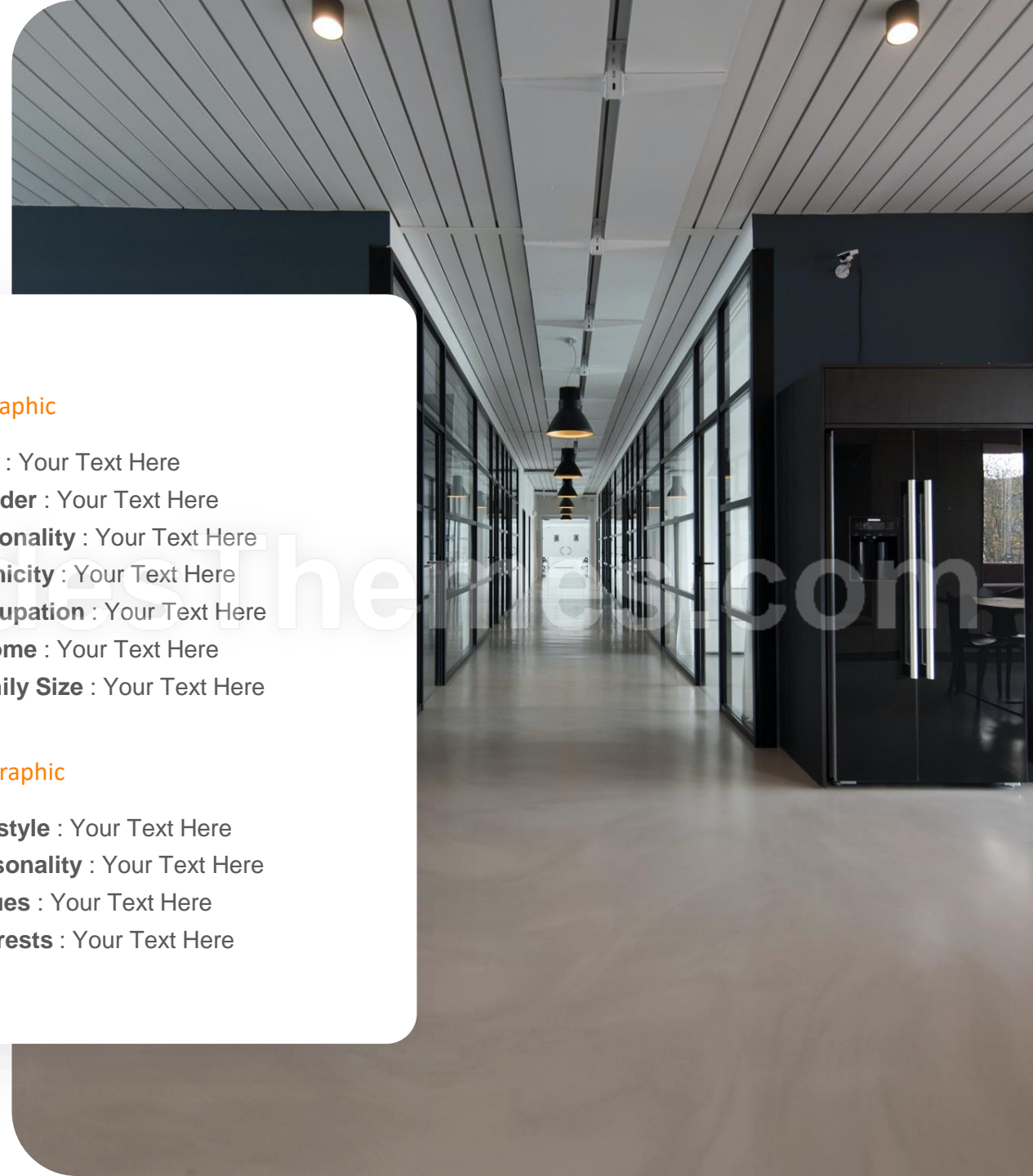
Demographic

- a. **Age** : Your Text Here
- b. **Gender** : Your Text Here
- c. **Nationality** : Your Text Here
- d. **Ethnicity** : Your Text Here
- e. **Occupation** : Your Text Here
- f. **Income** : Your Text Here
- g. **Family Size** : Your Text Here

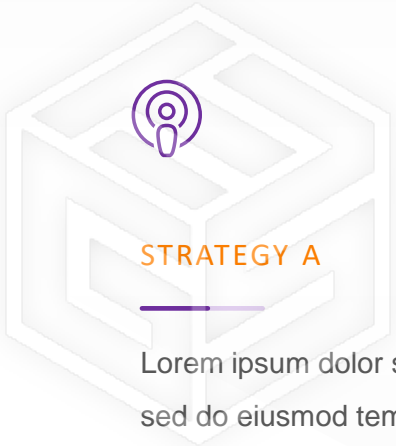


Psychographic

- a. **Lifestyle** : Your Text Here
- b. **Personality** : Your Text Here
- c. **Values** : Your Text Here
- d. **Interests** : Your Text Here



TARGET STRATEGY



STRATEGY A

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01



STRATEGY B

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02



STRATEGY C

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03



STRATEGY D

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04

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COMPETITIVE ADVANTAGE

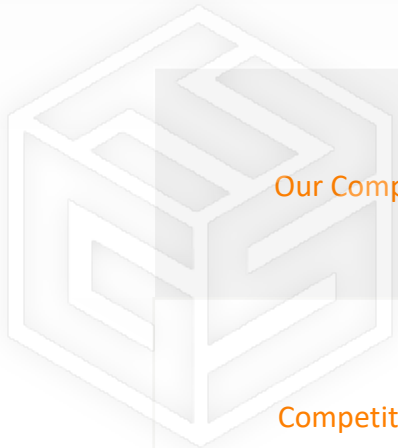
YOUR TITLE HERE

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SWOT ANALYSIS

	Strengths	Weaknesses	Opportunities	Threats
Our Company	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here
Competitor 1	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here
Competitor 2	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here	<ul style="list-style-type: none">Your Text HereYour Text HereYour Text Here

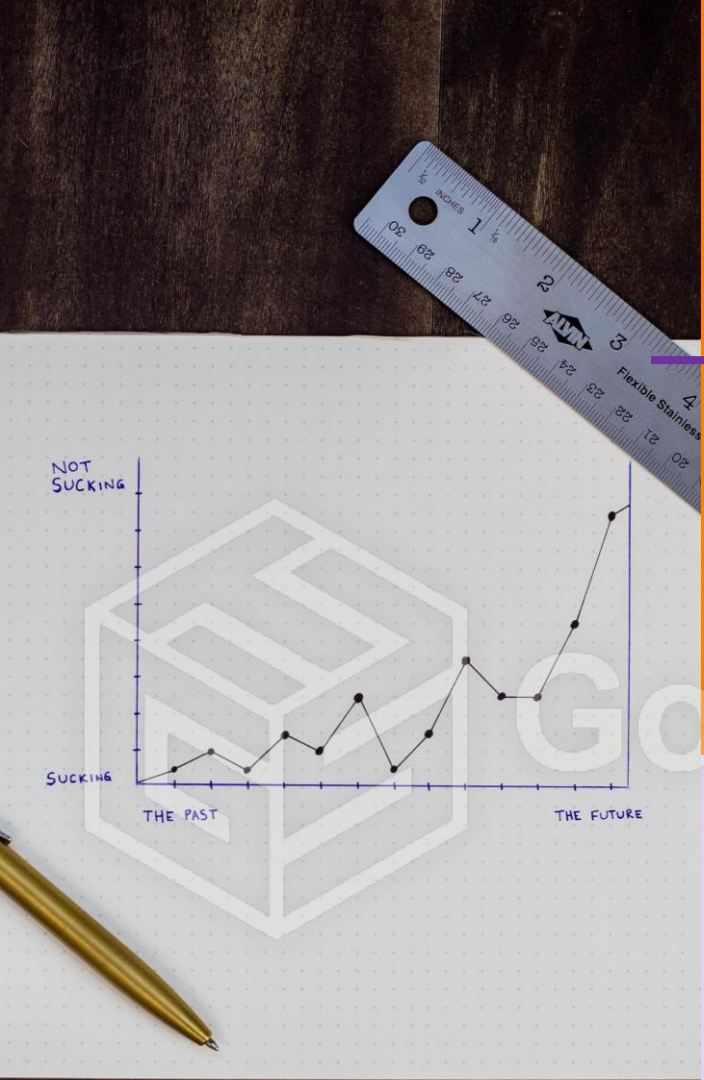


Our Company

Competitor 1

Competitor 2

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SMART GOALS

Your Title Here

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Specific

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Measurable

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Attainable

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Relevant

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Time-Bound

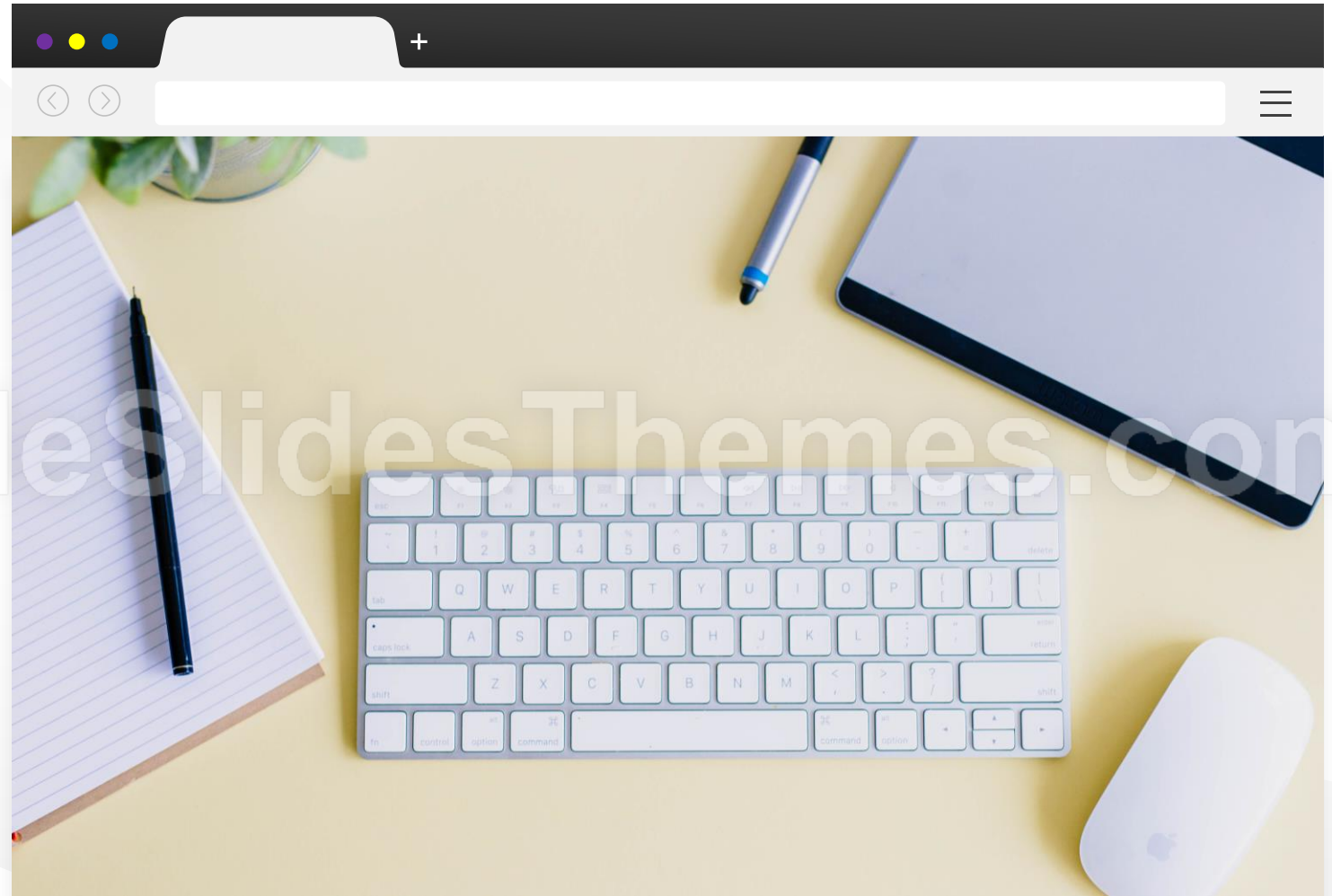
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5. DIGITAL MARKETING STRATEGY

- 1 Engaging Website
- 2 SEO
- 3 Content Marketing
- 4 Email Marketing
- 5 Social Media Marketing
- 6 Pay Per Click

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6. SOCIAL MEDIA STRATEGY

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NO

PLATFORMS

ACTION PLAN

STATISTICS

1



FACEBOOK

Your Action Plan Here

890K Followers

2



INSTAGRAM

Your Action Plan Here

1.2M Followers

3



LINKEDIN

Your Action Plan Here

500K Followers

4



TWITTER

Your Action Plan Here

908K Followers

5



PINTEREST

Your Action Plan Here

78K Followers

6



YOUTUBE

Your Action Plan Here

1.3M Subscribers

7. SEO STRATEGY

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45.6%

Mobile SEO Visibility



34.6%

Web SEO Visibility

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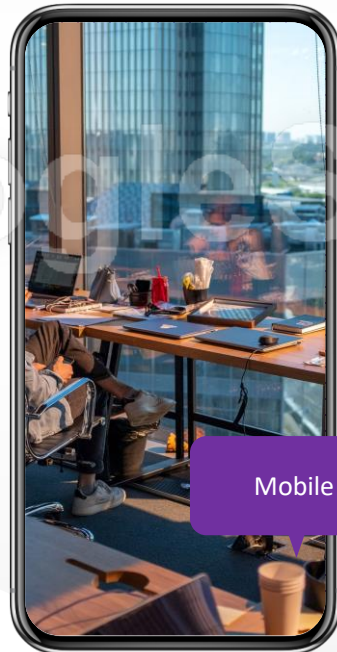
OUR PRODUCT

2.15K

Statistic

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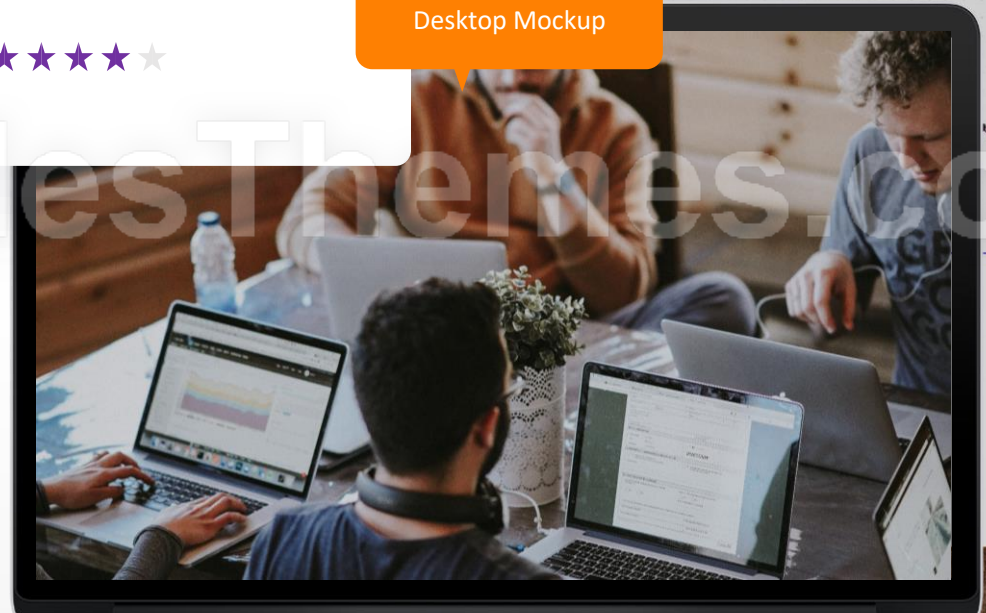


Mobile Mockup

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Desktop Mockup



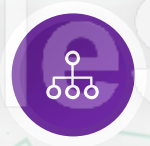
OUR SERVICES

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SERVICE 1

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SERVICE 2

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SERVICE 3

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SERVICE 4

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OUR PRICING PLAN

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Basic Plan

\$300
/ Month

Features

- Your Service 1
- Your Service 2
- Your Service 3

Standard Plan

\$500
/ Month

Features

- Your Service 1
- Your Service 2
- Your Service 3
- Your Service 4

Advanced Plan

\$700
/ Month

Features

- Your Service 1
- Your Service 2
- Your Service 3
- Your Service 4
- Your Service 5

FINANCIAL FACTS

\$502M

Total Assets

\$302M

Net Income

\$104M

Revenue

\$46M

Loans

\$93M

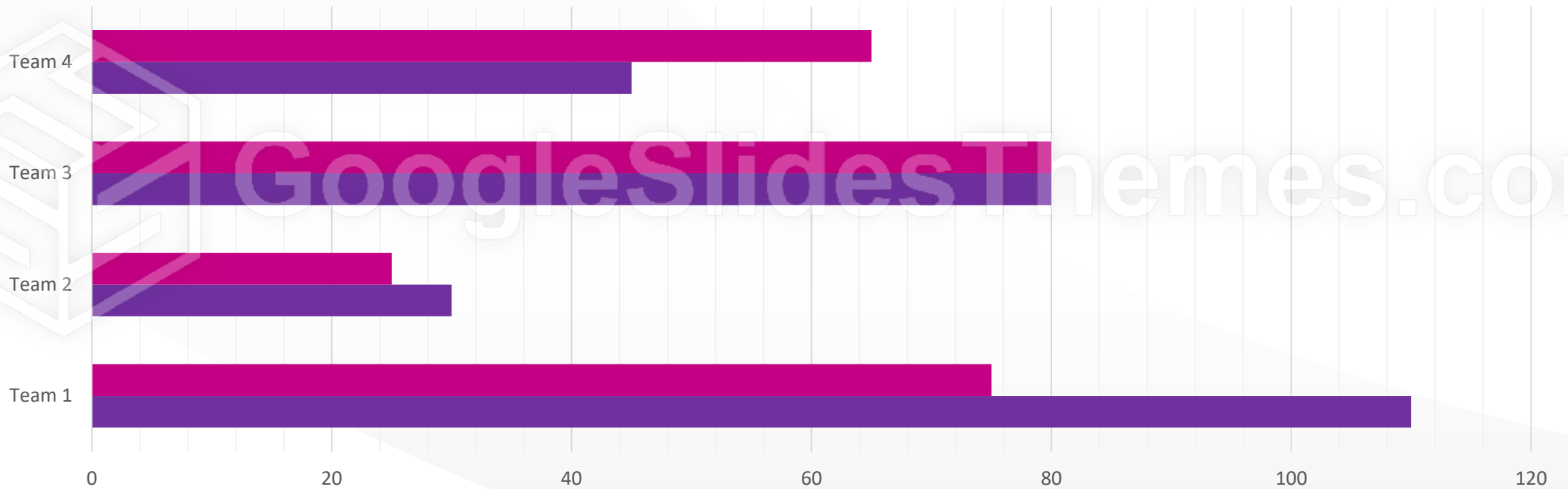
Total Taxes Paid

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SALES REPORT

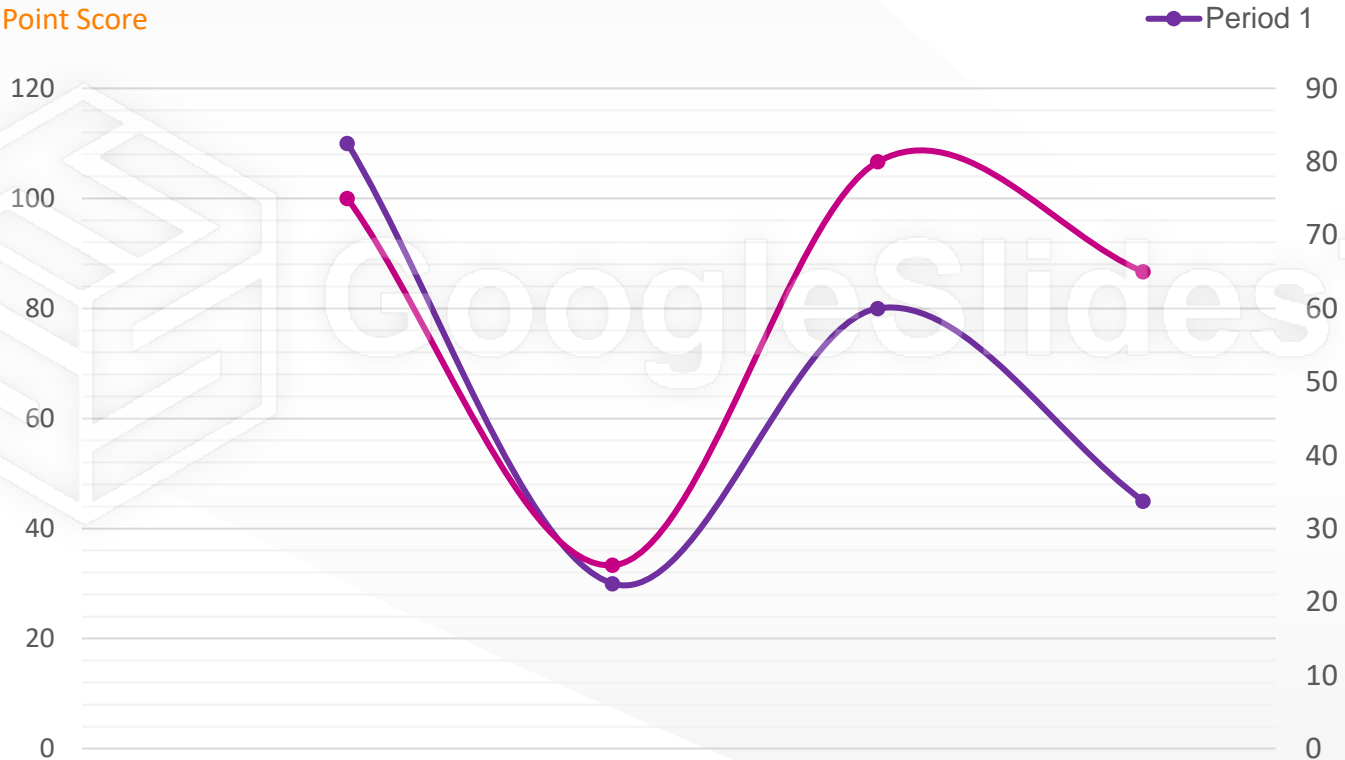
Point Score

■ Period 2 ■ Period 1



EXPENSE REPORT

Point Score



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Infographic Mockup

INFOGRAPHIC 1

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INFOGRAPHIC 3

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INFOGRAPHIC 2

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INFOGRAPHIC 4

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A top-down view of a desk with a light-colored surface. In the upper right, a silver and blue pen lies next to a closed silver laptop. In the lower right, a white keyboard is visible. A large, white, curved graphic element overlaps the left side of the image, containing the text 'Thank You' and a logo.

Thank You



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