

# PRODUCT STRATEGY DOCUMENT TEMPLATE SAMPLE

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## PRODUCT STRATEGY DOCUMENT

COMPANY **Bark Bakery**

LOCATION

### Vision Statement

Offer organic and customizable dog treat bakery boxes to every dog owner and enthusiast.

### Business Objective

Establish Bark Bakery as the top brand for premium organic and customizable dog treats.

### Target Customer

Dog owners and pet enthusiasts who prioritize organic, customizable treats.

### Unique Selling Proposition

Organic and customizable dog treats tailored to special occasions like birthdays.

Product Goals	KPIs	Tactics
Show customers the health benefits of using organic ingredients in dog treats.	<ul style="list-style-type: none"><li>• Number of blog views and shares</li><li>• Website traffic</li></ul>	Share ingredients benefits, personal stories, and statistics through the monthly blog and company website.

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COMPANY

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Proposition

Product Goals

KPIs

Tactics

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