

PRODUCT STRATEGY DOCUMENT TEMPLATE

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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">Number of blog views and sharesWebsite traffic	Share ingredients benefits, personal stories, and statistics through the monthly blog and company website.

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COMPANY

LOCATION

Vision
Statement

Business
Objective

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Product Goals

KPIs

Tactics



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