

PROJECT NAME:

DATE:

TARGET MARKET:

LEAD MANAGER:

Expansion Pillar	Objectives & Key Results	Resource Requirements
Market Penetration		
Product Development		
Market Development		
Diversification		
Identified Risk	Impact Level (H/M/L)	Mitigation Strategy
Financial / Capital		

Identified Risk	Impact Level (H/M/L)	Mitigation Strategy
Operational / Supply Chain		
Regulatory / Legal		

Executive Strategic Summary / Next Steps:

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