**SOFTWARE PROJECT BRIEF TEMPLATE**

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| **CATEGORY** | **DESCRIPTION** |
| **BUSINESS SUMMARY** |   |
| **BUSINESS OBJECTIVES** |   |
| **THE PROBLEM** |   |
| **OUR SOLUTION** |   |
| **COMPETITIVE ADVANTAGE** |   |
| **TARGET MARKET** |   |
| **MARKETING STRATEGY & OBJECTIVES** |   |
| **FINANCIAL REQUIREMENTS** |   |

**ACTION PLAN**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **ACTION** | **OWNER** | **DATE** | **COST** |
| **PRODUCT** |   |   |   |   |
| **PRICE** |   |   |   |   |
| **PLACE** |   |   |   |   |
| **PROMOTION** |   |   |   |   |
| **MARKETING CHANNELS** |   |   |   |   |
| **PERFORMANCE STANDARDS** |   |   |   |   |
| **RESULTS MEASUREMENT METHODS**  |   |   |   |   |
| **OTHER** |   |   |   |   |
| **OTHER** |   |   |   |   |
| **REVIEW** |   |   |   |   |

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