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| **Action Plan** |
| **Objectives** | **Actions** | **Duration of Action** | **Resources & Costing** | **Responsibility** |
| **Start** | **Finish** |
| Engage With Customers\*Raise Profile by 20%\*Imp Cust Sales by 10% | Ad of Facebook | 1/7/17 | 30/6/18 | 5 hrs@$100/hr = $500Social Media Consultant = $2000 | ?? |
| Employ extra CS person to focus on complaints | 1/7/17 | 30/6/18 | 1xExtra CS person=$70000Recruitment Consultant-$7000 | ?? |
| Purchase/install a CRM | 1/9/17 | 30/9/17 | New CRM = $10000CRM Training @ 20hrs x $100=$2000 | ?? |
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