|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 = $500  Social Media Consultant = $2000 | ?? |
| Employ extra CS person to focus on complaints | 1/7/17 | 30/6/18 | 1xExtra CS person=$70000  Recruitment Consultant-$7000 | ?? |
| Purchase/install a CRM | 1/9/17 | 30/9/17 | New CRM = $10000  CRM Training @ 20hrs x $100=$2000 | ?? |
|  |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |