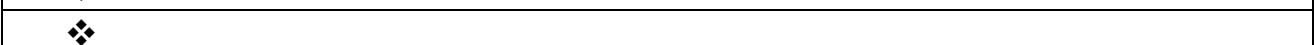
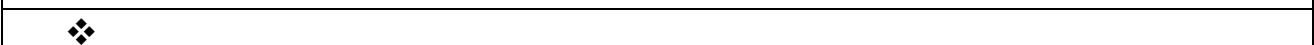
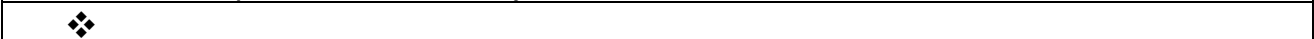


## Strategic Brief

## I. SCOPE/OBJECTIVES

What is the goal of the eCommerce initiative?

What are the top three business objectives of the eCommerce initiative?



II. TARGET USER PROFILE	
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Provide a description of the "target market." To what type of customers is the eCommerce initiative directed?

What are the demographics, psychographics, buying and usage habits, values, attitudes, and lifestyles of the “target customer”?
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What are the **specific customer problems/needs** that the website should solve?

[illegible]

### III. SUCCESS METRICS

What measurable metrics would make this project a success?

Examples:

- Increase sales by X%
- Increase average order size by X%
- Reduce operating costs by X%
- Build database of MVCs (as a percentage of total registrants, fixed number)
- Increase promotion-offer participation (target number of participants)

Call to action—What **specific actions** do you want visitors to take?

### IV. MEASUREMENT STRATEGY

How are you going to measure the success of the site against the objectives? (We recommend metrics as well.)

Qualitative results:

Quantitative results:

[illegible]