# FUTURE MAPPING

**Planning across Brand Product Channel Sales**

Purpose Statement:

What patterns can you see within your industry?

| Write the name of your Industry here | PAST<br>1996 - 2006<br>Pre -digtal | PRESENT<br>2006 - 2020<br>Digital era | FUTURE<br>2020 - 2031<br>(Omni channel - online & offline) | Find the GAP<br>WHERE ARE THE GAPS? | Notes |
|---|---|---|---|---|---|
| BRAND | | | | | |
| PRODUCT | | | | | |
| CHANNEL | | | | | |
| SALES | | | | | |



This is a tool created by Team BoB for your use as part of the L&D Program. Please do not share this outside your business. Protected by Copyright © BoB EarthTM Ltd. All Rights Reserved. Version May 2021