

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 1996 - 2006 Pre -digital	 PRESENT 2006 - 2020 Digital era	 FUTURE 2020 - 2031 (Omni channel - online & offline)	 WHERE ARE THE GAPS?	Notes
BRAND					
PRODUCT					
CHANNEL					
SALES					