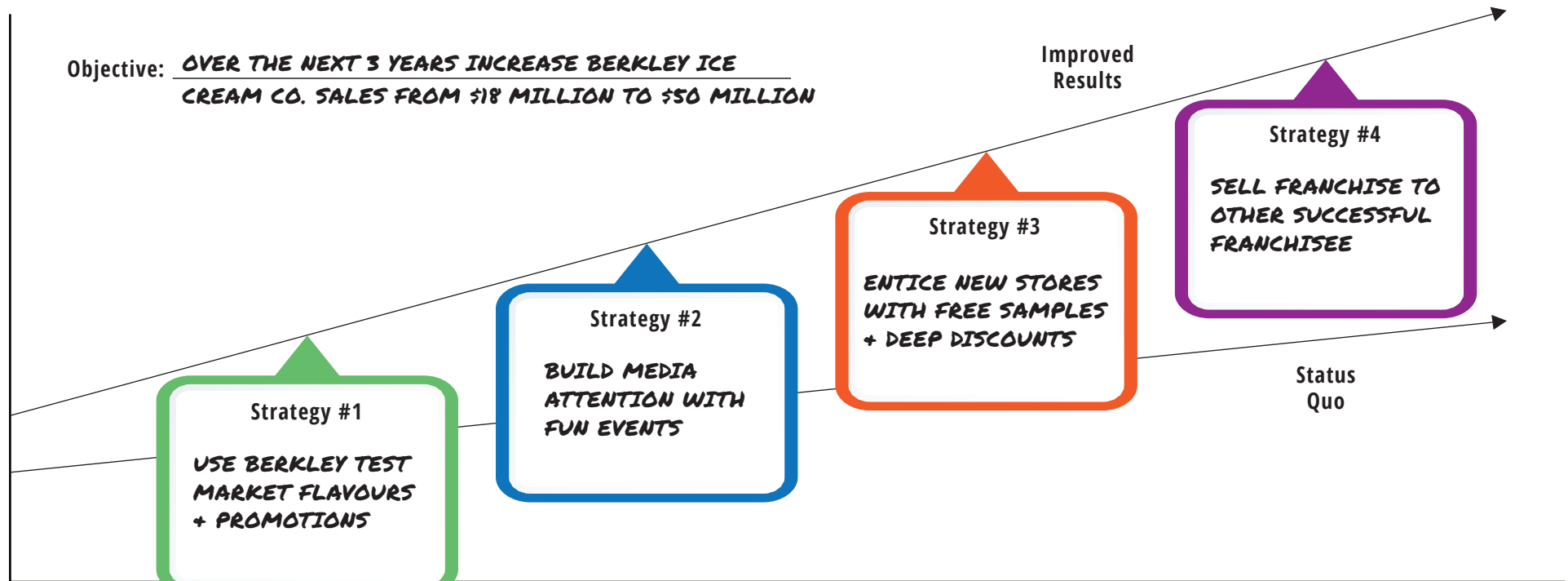


Bend the Curve®

Linking Objectives, Strategies & Action Plans

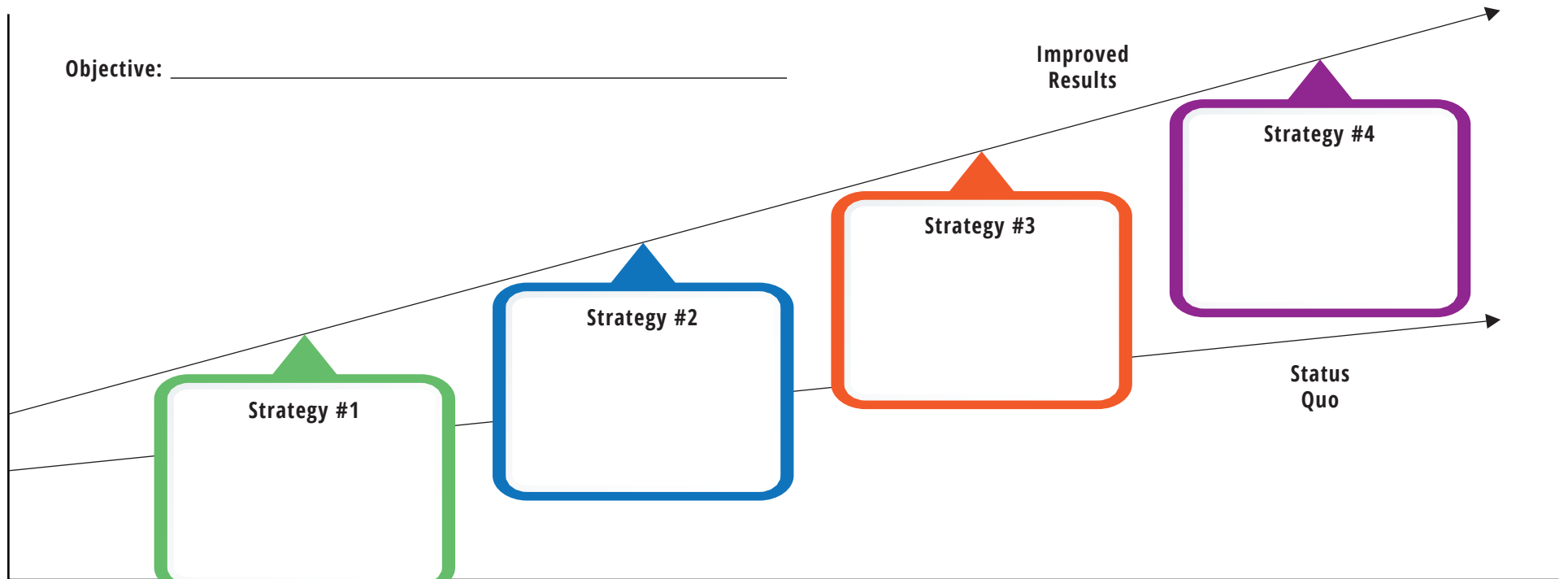


	Strategy #1	Strategy #2	Strategy #3	Strategy #4
Action Plan #1	<u>DESIGN MARKETING CAMPAIGN</u>	<u>DESIGN MEDIA PLAN</u>	<u>MAKE LIST OF STORES</u>	<u>APPROACH EXISTING OWNERS</u>
Action Plan #2	<u>PROTOTYPE TEST FLAVOURS</u>	<u>TALK TO MEDIA OUTLETS</u>	<u>CAMPAIGN WITH PRODUCT</u>	<u>DEVELOP EXPANSION PLAN</u>
Action Plan #3	<u>ASSEMBLE TEST GROUP</u>	<u>PLAN Q1 EVENT CALENDAR</u>	<u>RUN SAMPLE STATIONS</u>	<u>TALK TO LAWYERS</u>
Action Plan #4	<u>LAUNCH PROMOTIONS</u>			

Q1	BERKLEY TEST MARKET	Q3	EVENTS LAUNCH
Q2	BUILD MEDIA ATTENTION	Q4	EXPAND FRANCHISE

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Linking Objectives, Strategies & Action Plans



Strategy #1

Strategy #2

Strategy #3

Strategy #4

Action Plan #1

Action Plan #2

Action Plan #3

Action Plan #4

Q1		Q3	
Q2		Q4	