**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11978&utm_source=template-word&utm_medium=content&utm_campaign=Product+Strategy+Document+Sample-word-11978&lpa=Product+Strategy+Document+Sample+word+11978)PRODUCT STRATEGY   
DOCUMENT TEMPLATE**

**SAMPLE**

PRODUCT STRATEGY DOCUMENT

|  |  |
| --- | --- |
| COMPANY | Bark Bakery |
| LOCATION |  |

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| --- | --- |
| Vision Statement | Offer organic and customizable dog treat bakery boxes to every dog owner and enthusiast. |
| Business Objective | Establish Bark Bakery as the top brand for premium organic and customizable dog treats. |
| Target Customer | Dog owners and pet enthusiasts who prioritize organic, customizable treats. |
| Unique Selling Proposition | Organic and customizable dog treats tailored to special occasions like birthdays. |

|  |  |  |
| --- | --- | --- |
| Product Goals | KPIs | Tactics |
| Show customers the health benefits of using organic ingredients in dog treats. | * Number of blog views and shares * Website traffic | Share ingredients benefits, personal stories, and statistics through the monthly blog and company website. |

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