

# Keep taking the tablets

*Martin Evans*

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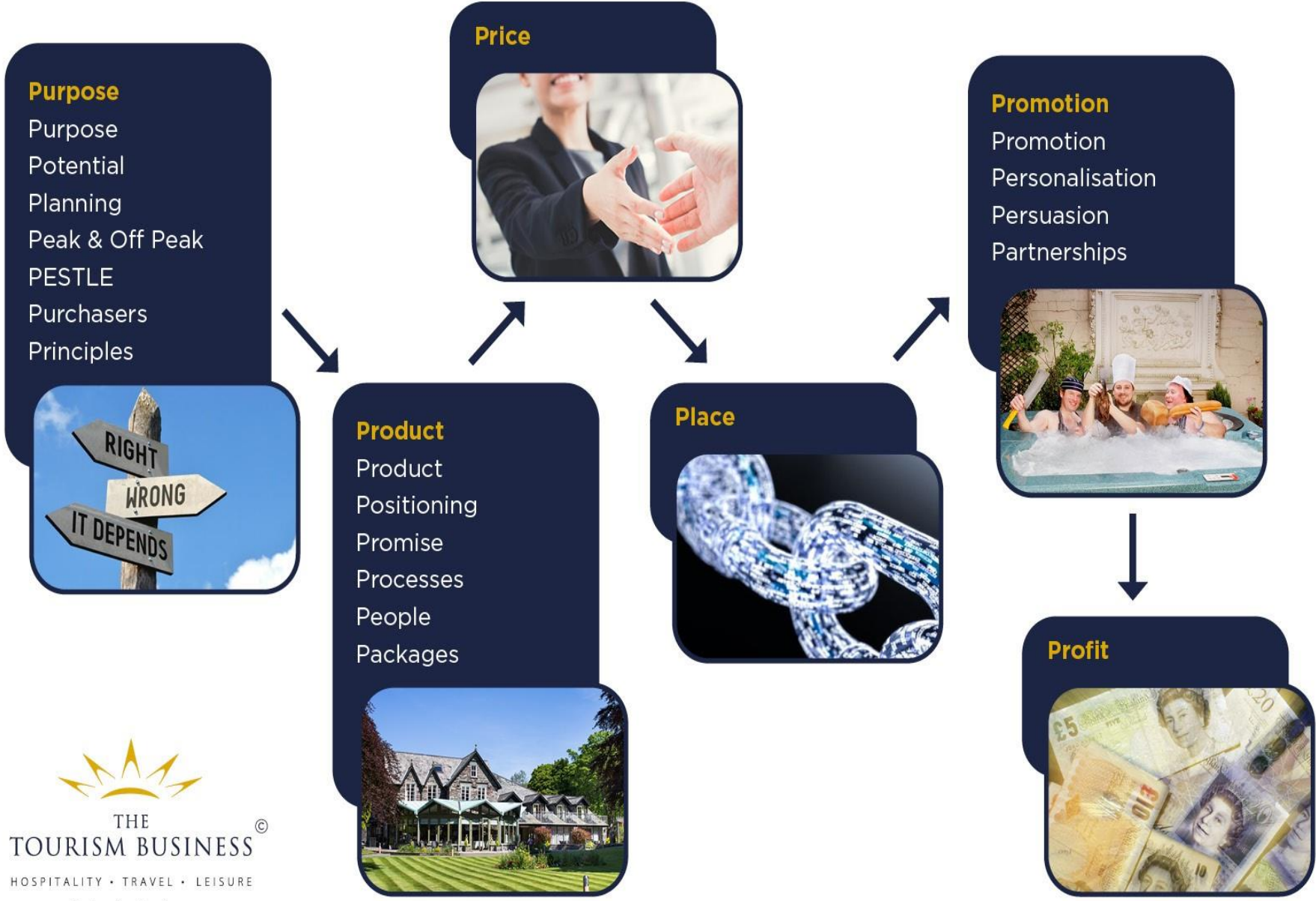
WARNING HOSPITALITY

Cliff Edge

AHEAD











**TIME TO PLAN!**

**Vision / Business Plan & Business Trends**

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**External Market Factors / Competitors**

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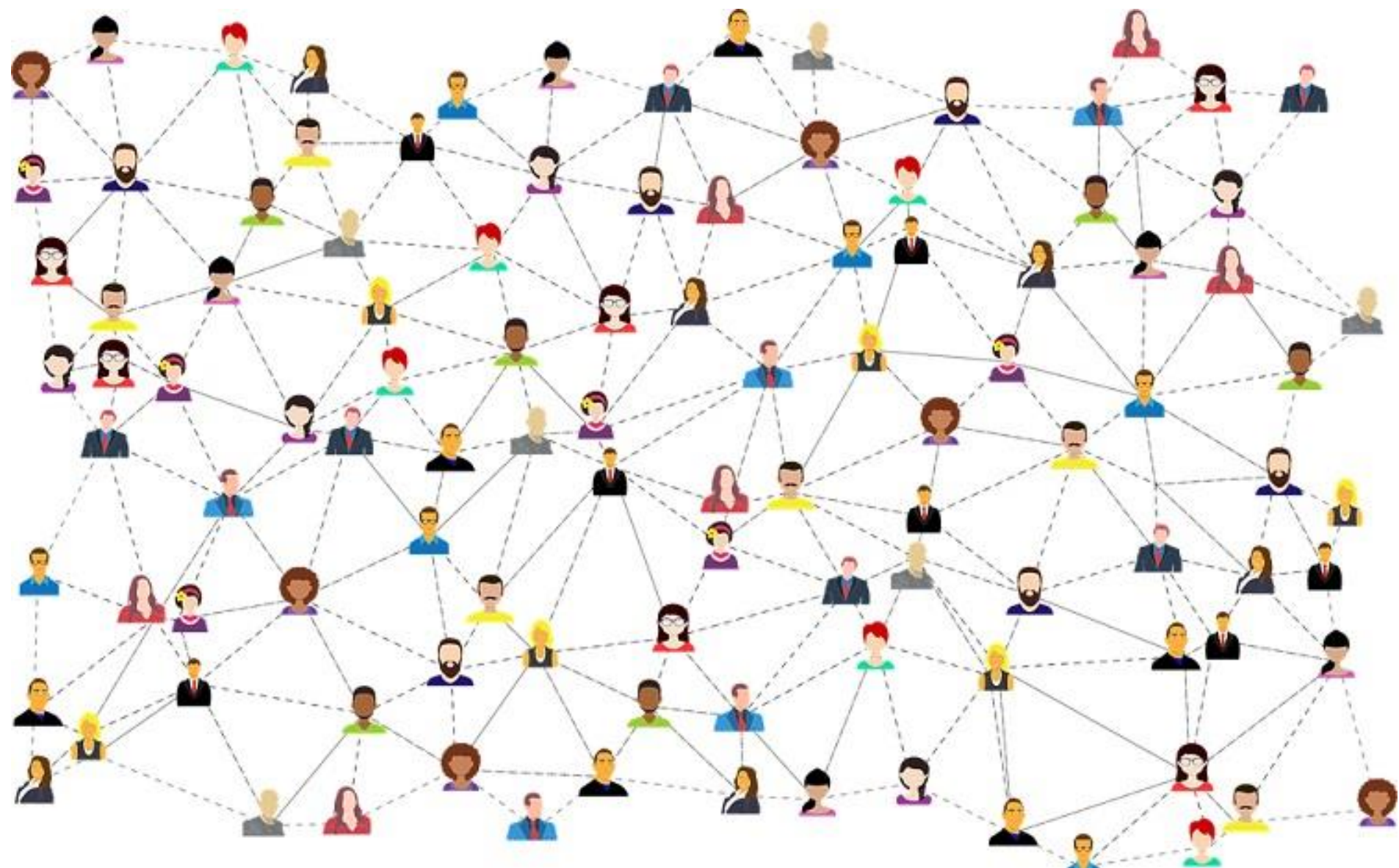


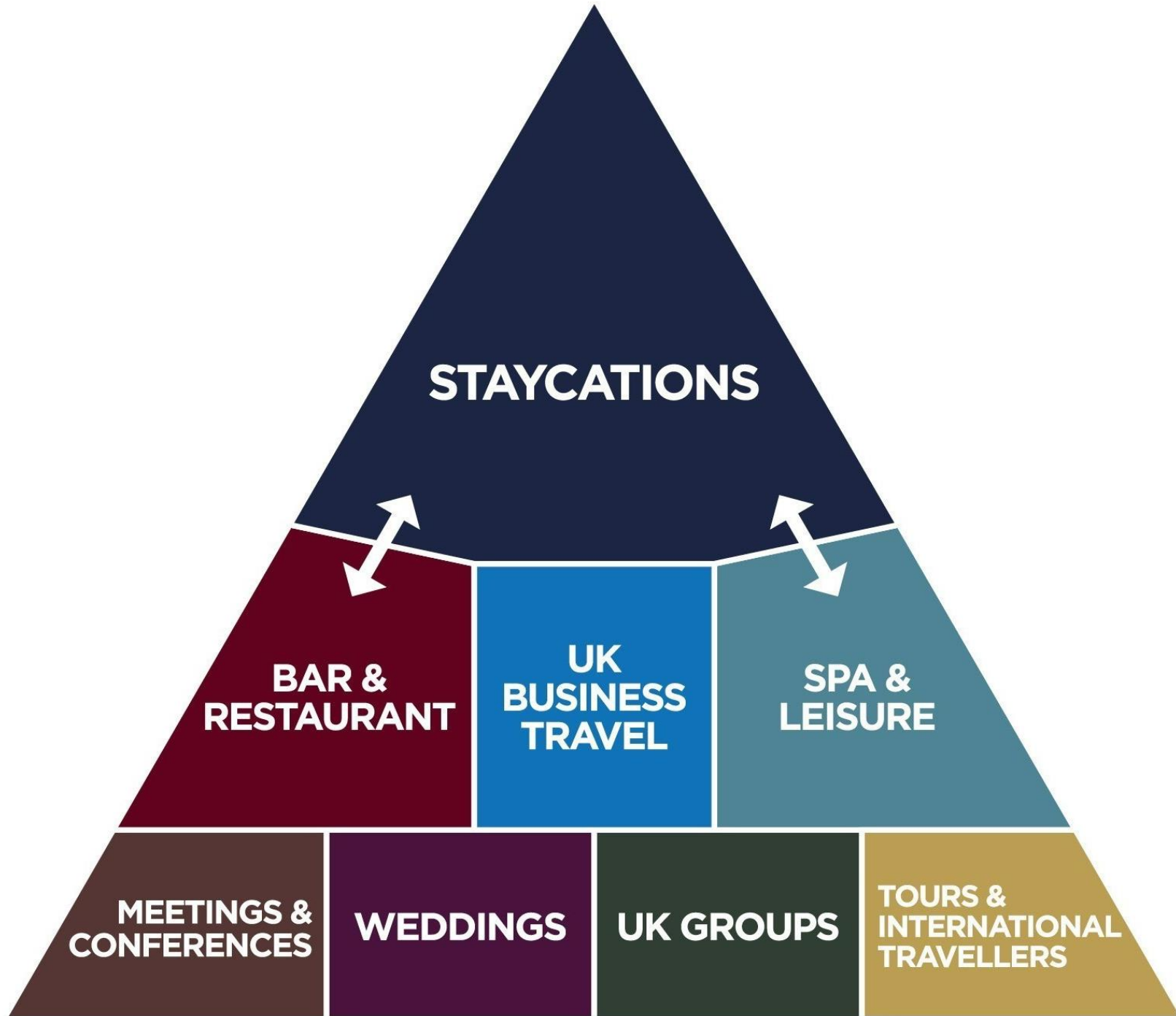
**Market Segments & Target Markets**

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**The Product (& competitive strengths)**

**Market Segments & Target Markets**

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**Marketing** – “identifying,  
anticipating and satisfying  
consumer demand”

---

**Resources (Team / Marketing Tech  
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Here lies the BBC career of

JEREMY CLARKSON

Who had a fracas on this spot

4th March 2015

The rest is legend





Balmer Lawn

PICK UP

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PROMISE  
what you bring to the  
world

PILLARS  
5-6 key assets or signatures

VALUES  
how you behave

PERSONALITY  
how you are seen



**VIGNETTE™**  
COLLECTION

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**Brand Assets  
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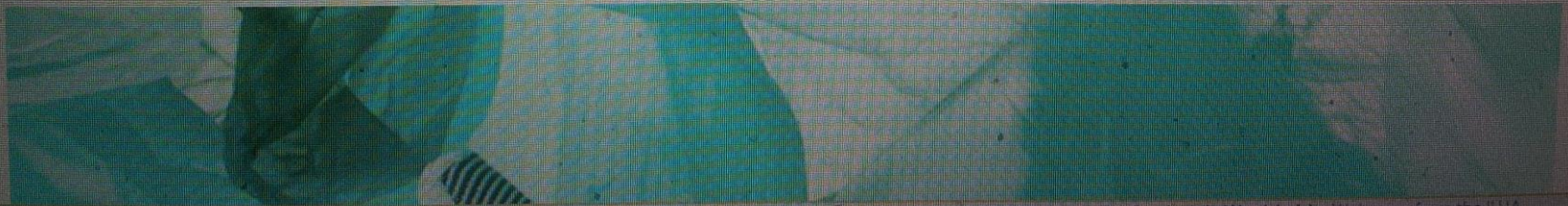




# Strategic partnerships are helping the world's most valuable brands accelerate growth

*Partnerships that embrace tech and make people's lives easier are proving an effective way for brands to increase their value, according to this year's BrandZ ranking.*

By [Ellen Hammett](#) 29 May 2018 12:01 am



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**Strategy** – “the identification of long-term or overall aims and interests and the means of achieving them”

