

strategic
practice
development

Firm marketing plan template

| Specific capabilities to be marketed | CURRENT ANNUAL FEES | TARGET ANNUAL FEES |
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| Market segments to target | PRIORITY |
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www.julianmidwinter.com.au

Tel +61 2 9968 4168
Fax +61 2 9960 4480

Suite 16 357 Military Road
Mosman NSW 2088
Australia

Email julianmidwinter@julianmidwinter.com.au

Collateral required for each capability/segment

AVAILABLE?

PRIORITY

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Activities for each capability/segment

Success indicators

TIMEFRAME

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