

## Action Item Matrix Explained Example

**Goal 1: Increase sales by 10% in the next year through marketing**

Action Item Description	Priority	Coordinating Parties	Timeline	Resources Allocated	Project Status
<b>Research the market</b>	Normal	XYZ Market Research Company	One Month	Abe, Betty, Cate	Assigned, not started
<b>Find reputable graphic design company</b>	High	In House	Two weeks from now	Betty, Dan, Edgar	Assigned, started. Three companies to contact.
<b>Conduct market survey</b>	High	ABC Internet Surveys	Two Months	Abe, Cate	Assigned, survey is posted on internet
<b>Draft Ad Script</b>	High	In House	One Month	Dan, Edgar	Assigned, copy is drafted, needs revision

**Goal 2: Increase market share by 20% in the next year through product development**

Action Item Description	Priority	Coordinating Parties	Timeline	Resources Allocated	Project Status
<b>Brainstorm software titles</b>	High	In House software development team	Three weeks	Frank, George, Hannah	Assigned, meeting planned for Friday to get started