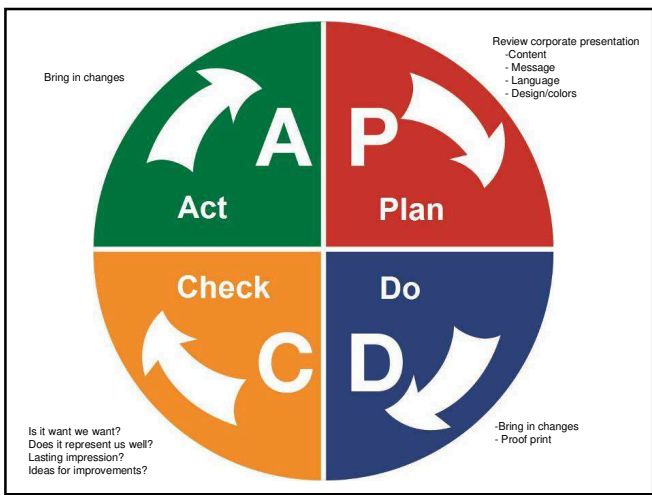
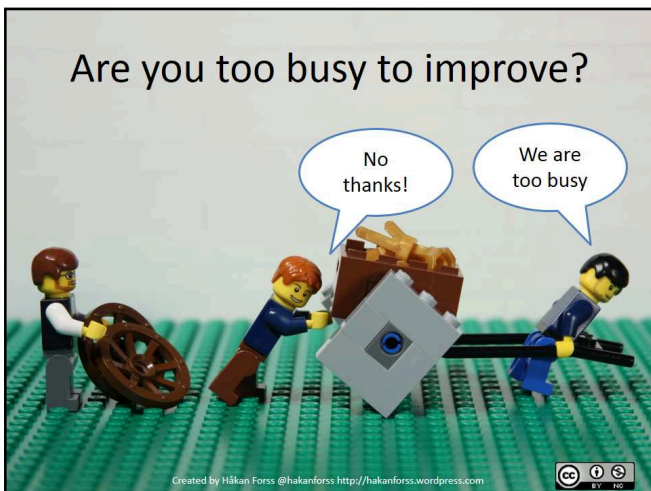
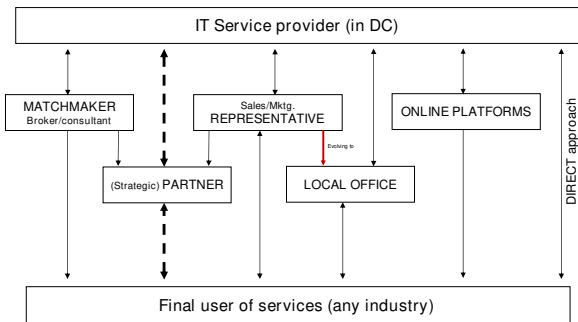
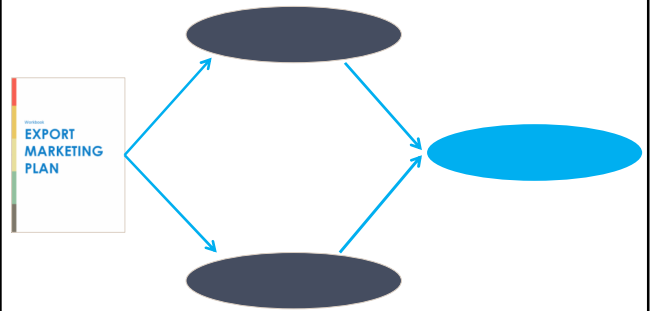

CBI
 Ministry of Foreign Affairs of the Netherlands

Action Plan for - <<year>>

Strategic Area	Priority	Key Message	Start/End Date	Responsible	Status	Notes
Corporate Identity	High	Review corporate presentation	Q1-Q2 2024	J. Doe	In Progress	Content, Message, Language, Design/colors
Corporate Identity	Medium	Bring in changes	Q3-Q4 2024	A. Smith	Not Started	Is it what we want? Does it represent us well? Lasting impression? Ideas for improvements?
Corporate Identity	Low	Review corporate presentation	Q1-Q2 2025	J. Doe	Not Started	Content, Message, Language, Design/colors
Corporate Identity	High	Bring in changes	Q3-Q4 2025	A. Smith	Not Started	Is it what we want? Does it represent us well? Lasting impression? Ideas for improvements?







A single, concise statement indicating your competitive advantage. More distinctly, it is a simple and short sentence which tells prospective customers why a product or service is unique and superior from its competitors.



Warning: if anybody can use your USP, it is not a USP – no point of difference.

