

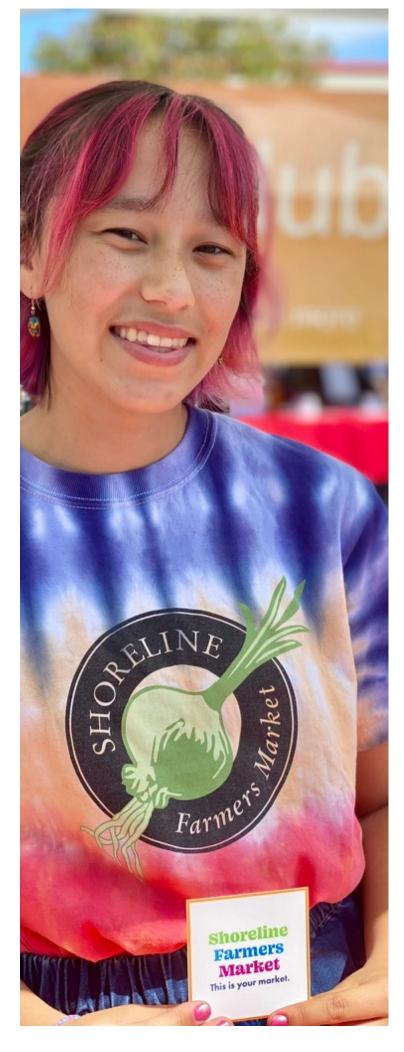


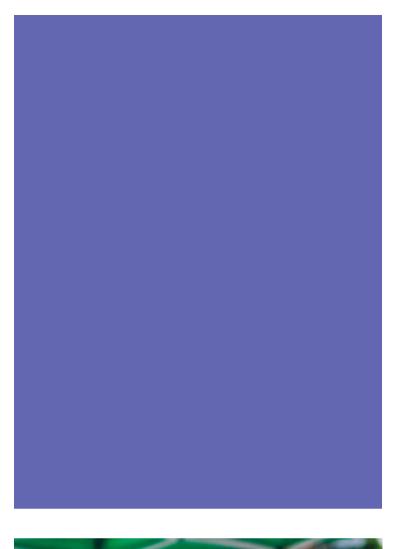




IT HAPPENS!

Tools & Tips for Managing a Market Manager Transition: A Case Study







AGENDA

Introductions

Case Study: SFM

Role of a Market Manager

Succession Planning

S.W.O.T

Sharing Prespectives

Introductions

Let's get to know each other.



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2022 Market Manager Transition

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Do you have a plan?

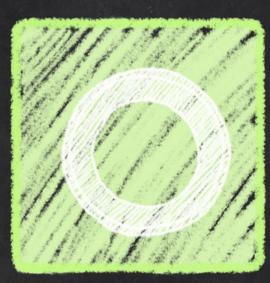
Strength

Advantages?
Uniqueness?
Selling Points?
Skills?
Other factors?

Opportunities

Improvements?
Performance?
Opportunities?
Consumer Behaviour?
Other factors?









Weaknesses

Limitations?
Lack of effort?
Problems?
Poor strategy?
Other factors?

Threats

External trouble? obstacles? Competitors? Trends? Other factors?

Chaning Penspectives

Together, we can.