**IW Customer Relationship Management Plan**

[Add lines as necessary and delete these instructions before submission.]

**Synopsis of the problems:**

**SMART Goals:**

**Alignment of Mission to Market/Branding:**

**Training of Staff:**

**Awareness of Brand Created:**

**Opportunity to Test brand:**

**Customer Touch Points and How Addressed:**

**Promotion of IW to create brand loyalty:**

**Creating Value for Returning Customers:**

**Follow-up and Summary of Plan:**