# Commercial Planning CCA One Pager





What is
Commercial
Planning?



Define battlegrounds
using category /
portfolio and trade
strategies



Define initiatives that will deliver battlegrounds, starting with Sprint recommendations



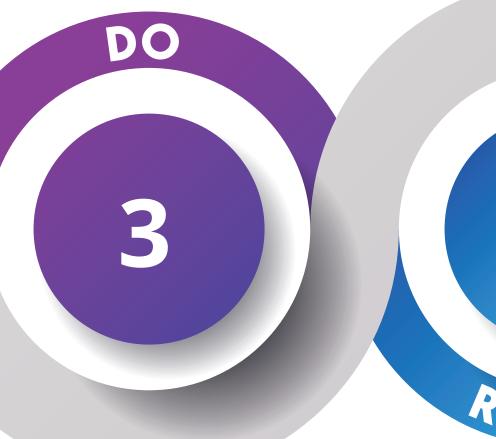
Translate commercial plans to customer / distributor plans & execute



Performance manage initiatives and use learnings to optimize futures initiatives









OW	OWNERS
CF	Marketing
Commercio	Growth
Mark	CMO
Gro	

OWNERS
CP&A
Commercial Managers
Marketing
Growth

OWNERS	
CP&A	
Commercial Managers	(
CMO	

OWNERS	
CP&A	
Commercial Managers	
CMO	
Growth	
Marketing	









### Cycle PLANNING STEPS







### Cycle PLANNING STEPS

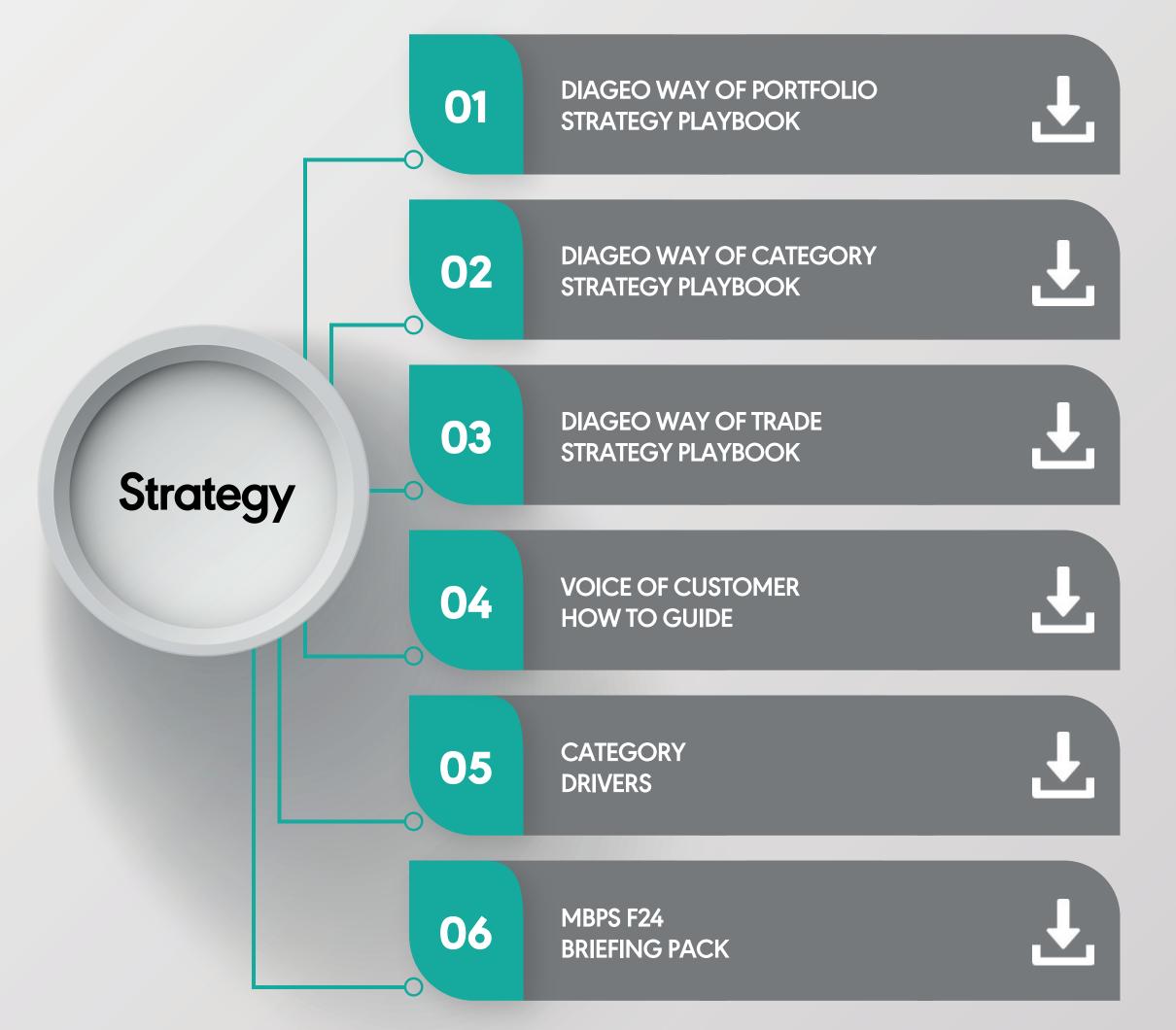


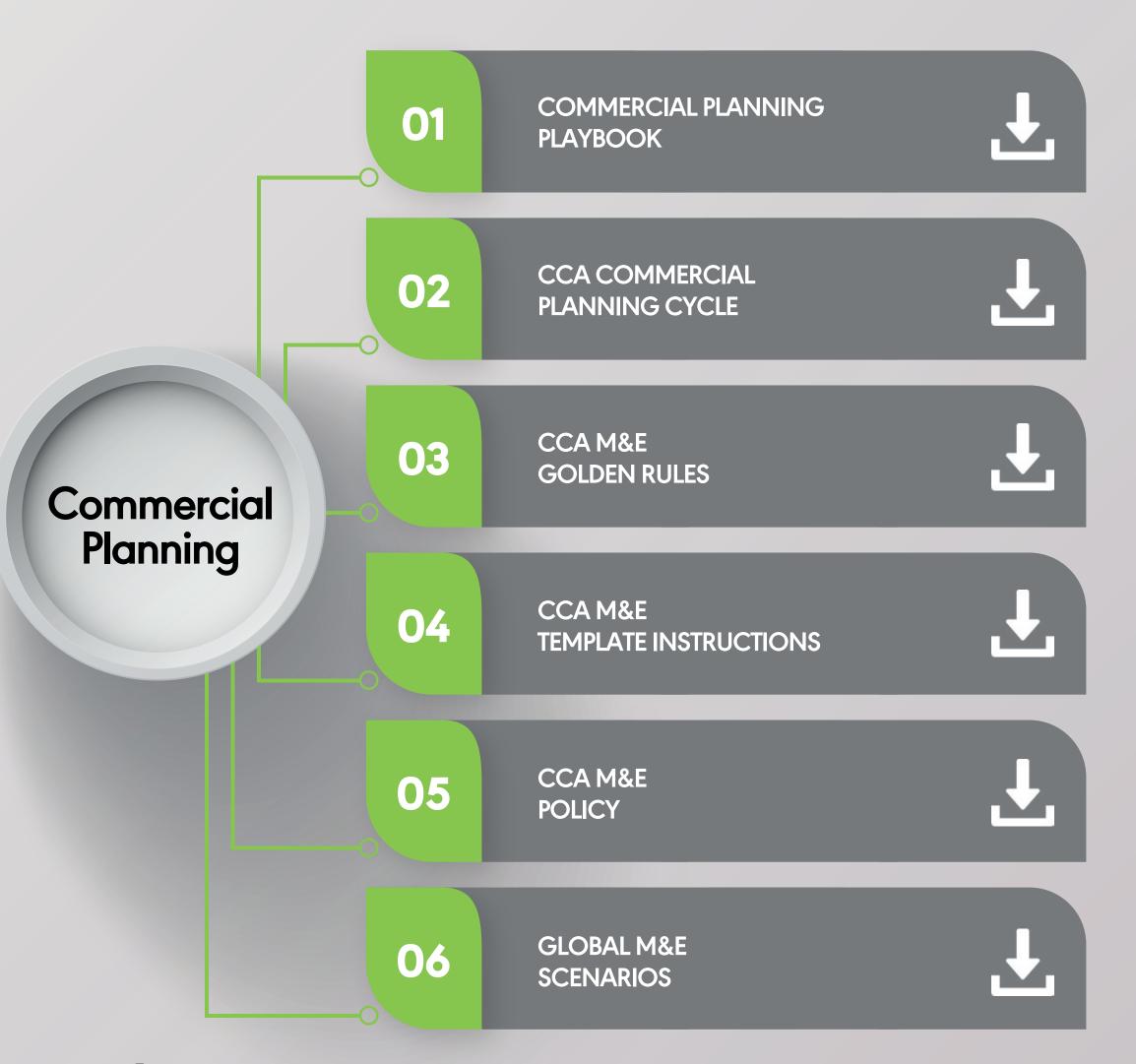






## Playbooks & Guidelines











# Commercial Planning CCA One Pager



