



Agency Brief Template

- Objectives
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 - .
 - .
 - .

- Budget
 - .
 - .
 - .

- Product/ Service Specification
 - .

- Customer Satisfaction/ response required
 - .
 - .

- Organisation Profile

- Market Analysis
 - .
 - .
 - .

- Price Analysis/ Position
 - .
 - .
 - .

- Distribution of Goods/ service (resources)
 - .
 - .

- Evaluation

i2i business solutions

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