

Prioritize These Environments and Your Future Investments

WHICH ARE MOST IMPORTANT TO YOUR FUTURE? IN WHICH WILL YOU INVEST THE MOST?

Investment	Priority Rank	Short-term Budget (2018-2020)		Mid-term Budget (2021-2024)		Long-term Budget (2025-2029)	
		\$ Dollars \$	% of Operating Expenses	\$ Dollars \$	% of Operating Expenses	\$ Dollars \$	% of Operating Expenses
Retailing face-to-face in the same space							
Retailing via phone and remote face-to-face experiences							
Retailing via the Internet without a face-to-face experience							
Retailing via the Internet with classic desktop interactions							
Retailing via the Internet with smart phones and tablets							
Retailing via a third party's network							
Retailing a holistic relationship vs. an account relationship							



Complete your rankings and return to ai@cuanswers.com



(A PDF fill-in version available on the CEO Strategies page of our website)

Answer off the top of your head (projections, estimates)
Then go back to your office and do the work to really understand your starting point as you go into the new year