

14. Implementation:

Bowermans must allocate their budget for their strategies throughout the year. In order to do that, a Gantt chart must be illustrated so Bowermans have organised their resources for every activity across the months. The Gantt chart below indicates the busiest times of the year for Bowermans to allocate portions of their budget to if they decide to implement the recommended strategies:

	1/19	2/19	3/19	4/19	5/19	6/19	7/19	8/19	9/19	10/19	11/19	12/19
Trade Shows												
Order promotion products												
Promote stall												
Actual event												
Follow-up on connections												
Relationship marketing												
Blog												
Follow-up												
Digital marketing												
Update website												
Online reviews												
Social media												
Google adwords												
Researching												
Purchasing												
Reviewing												
Market research												
Introduction starter kit												
Trade show												
Consultations												
Virtual reality												
Developing												
Promoting												
Reviewing												
Store front												
Renovation												
Implement signage												
Advertise new showroom												