

PRODUCT BIZ END OF YEAR *checklist*

#	TASK	DONE
01	Review the year with team members	<input type="checkbox"/>
02	Use tested discussion techniques to encourage participation	<input type="checkbox"/>
03	Identify top 5 wins	<input type="checkbox"/>
04	Identify top 5 opportunities	<input type="checkbox"/>
05	Celebrate team achievements with event and/or compensation	<input type="checkbox"/>
06	Set next year's goals	<input type="checkbox"/>
07	Make SMART (specific, measurable, achievable, relevant, time-bound) goals	<input type="checkbox"/>
08	Put goals in writing	<input type="checkbox"/>
09	Get buy-in on goals from team	<input type="checkbox"/>
10	Publish goals in central location (white board)	<input type="checkbox"/>
11	Mark goal progress	<input type="checkbox"/>
12	Close books	<input type="checkbox"/>
13	Review business expenses and high ticket vendors	<input type="checkbox"/>
14	Optimize high ticket categories by reaching out to vendors for terms	<input type="checkbox"/>
15	If not already, digitize all financial reporting and tax prep	<input type="checkbox"/>
16	Review customer ratings, reviews, praise and complaints	<input type="checkbox"/>
17	Use positive reviews in social media and marketing outreach	<input type="checkbox"/>
18	Evaluate cause of bad reviews and create plan in place to fix them	<input type="checkbox"/>
19	Reach back to unhappy customers and offer a benefit of some kind	<input type="checkbox"/>
20	Design a customer survey - product satisfaction - <10 questions	<input type="checkbox"/>

PRODUCT BIZ END OF YEAR *checklist*

#	TASK	DONE
21	Launch a customer loyalty program	<input type="checkbox"/>
22	Conduct a physical inventory count	<input type="checkbox"/>
23	Categorize counted products into A, B, and C by sales volume	<input type="checkbox"/>
24	Eliminate SKUs in category C	<input type="checkbox"/>
25	Consider eliminating SKUs in category B	<input type="checkbox"/>
26	Evaluate why A products are working and how to improve Bs	<input type="checkbox"/>
27	Review sales data and set sales and cash flow projections for the year	<input type="checkbox"/>
28	Place vendor orders based on projections	<input type="checkbox"/>
29	Complete production purchase orders for quarterly delivery	<input type="checkbox"/>
30	Design promotions to move excess and dated inventory	<input type="checkbox"/>
31	Review sustainability goals and criteria	<input type="checkbox"/>
32	Keep circularity design principles top of mind in development phase	<input type="checkbox"/>
33	Share these earth-friendly values with customers in marketing	<input type="checkbox"/>
34	Seek out vendors with similar circularity values	<input type="checkbox"/>
35	Off-set inventory risk by testing new designs with customer groups	<input type="checkbox"/>
36	Set up an early-adopter program with customer benefits	<input type="checkbox"/>
37	Refresh marketing materials with seasonal or trending palette	<input type="checkbox"/>
38	Review blog posts, sales funnels, newsletters, and templates for refresh	<input type="checkbox"/>
39	Schedule a few networking events to build your community	<input type="checkbox"/>
40	Review website product pages for accuracy and relevance	<input type="checkbox"/>

PRODUCT BIZ END OF YEAR *checklist*

#	TASK	DONE
41	Ensure website security is up to snuff	<input type="checkbox"/>
42	Review website checkout flow for optimal customer experience	<input type="checkbox"/>
43	Schedule marketing content for the quarter, revisit quarterly	<input type="checkbox"/>
44	Develop an engagement strategy using polls, queries, and humor	<input type="checkbox"/>
45	Track engagement strategy metrics for improvement	<input type="checkbox"/>
46	Review company return policy and terms for fairness and utility	<input type="checkbox"/>
47	Adjust product pricing to reflect supply chain changes	<input type="checkbox"/>
48	Be transparent and communicate price changes	<input type="checkbox"/>
49	Conduct team performance reviews to optimize company growth	<input type="checkbox"/>
50	Celebrate your company's growth!	<input type="checkbox"/>