

Now it's your turn!

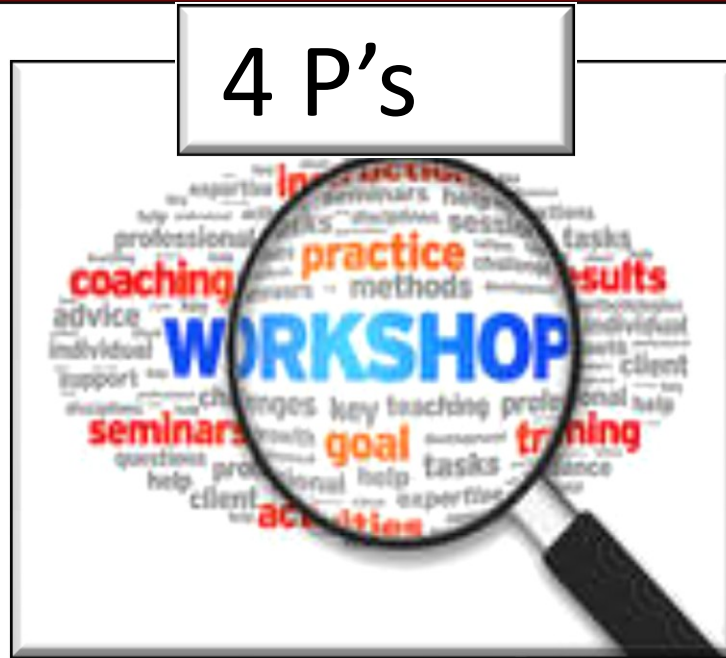
4 P's



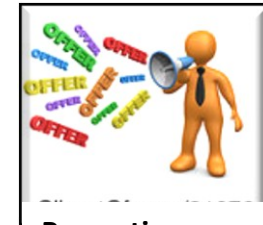
Product



Segment



Place



Promotion



Positioning

Positioning Statement

- ◆ Distinctly defines the product in its market and against its competition over time
e.g. only the finest natural ingredients



Consumer Promise

- ◆ Statement summarising the benefit of the product or service to the consumer
e.g. HOME BAKED naturally healthy



Questions

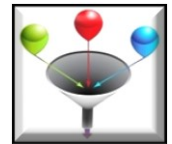
◆ What is unique about my product?



◆ Who are my competitors?



◆ How do I position my product against competition



◆ Who are my target market



Questions

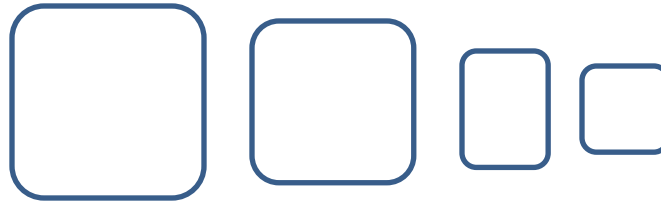
- **Marketing Workshop**

- **Name**.....

- **Product description**.....

- **Segment your Target Market**

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- **Who are your main Competitors**

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Questions

Marketing Workshop

3. Describe your “customers” Target Markets?

e.g. [Location “where” – Demographics: - rich/poor – age – working – education]

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4. How do you “position” your product OR service?

Target Segment:-.....

What consumer **need** does it satisfy:-

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Niche/gap:- “What makes it **different**”

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Quality position: - e.g. [high-medium-poor]-

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Price position: - e.g. high - medium - cheap

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Questions

Pg 3

Marketing Workshop

What is the products Consumer Promise

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Tough - Fast – Service – Natural – resh - Convenient