



**Market Plan - Product Exercise**

If you produce the exact same product as your competitor, in the same manner and into the same markets, you have no market advantage and you will end up competing n price. Your ability to be unique in the market place and to add value that cannot easily be duplicated is your opportunity for profit - and for market advantage.

To build a marketing plan for positioning your product or service, take the time now to answer the following questions.

1. What makes your product unique in the marketplace?

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2. Why is that important?

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3. Why would people buy your product instead of competitors?

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4. Are there any particular key features you want to highlight?

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5. For your target customer, what are the benefits of your product?

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6. What is the right product for the market? How can you test it to validate there is a market opportunity?

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