



POSITIONING

How can you differentiate?

- Differentiation can be done in various ways depending on the industry and product category.
- Differentiation can occur in one or more of these areas –
 - Product differentiation.
 - Service differentiation.
 - People differentiation.
 - Image differentiation.

Positioning

- The act of designing the company's offering and image to occupy a distinctive place in the consumer's mind.
- Positioning normally takes one position in the mind. More than one, the company runs the risk of customer credibility and dilution of positioning

Positioning Strategies

- Attribute
- Benefit
- Use or application
- User
- Competitor
- Price/quality

SELECTING THE POSITIONING CONCEPT

- Attractive
- Distinctive
- Pre-emptive
- Affordable
- Communicable



Any questions please?