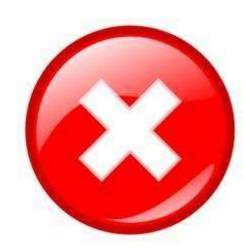


#### There are various positioning errors, such as-

- **Under positioning**
- **Over positioning**
- Confused positioning
- Doubtful Positioning



### **Under positioning**

❖ Failing to present a strong central benefit or reason to buy the product.

\*occurs when customers cannot readily identify the brand or the brand s features. The product must stand out in the mind of the consumer

**Example**: solar lamp



### Over positioning

marketers makes the product too special, so the potential customer group becomes too small.

❖It means that buyers believe that the product is meant for a very select audience because it is premium priced.

**Example:** Aqua Sure

## **Confused positioning**

❖By claiming two are more benefits that contradict each other.

❖Toomany benefits or claims, or when the brand attempts to position in too many segments.

**Example**: NeXT computers

# **Doubtful Positioning**

• Claiming a benefit that customers will doubt that the brand can actually deliver.

**Example**: Fair and Handsome





