

STRATEGIC POSITIONING ANALYSIS

This study analyzes a company’s overall business (or Brand) and defines or re-defines its Strategic Positioning, identifying its ‘right’ to sell to its customers or consumers.

Findings are summarized in a Power Point presentation and definitions are discussed at length with the Board of Directors and/or Top Management.

Any company selling products or services is, by definition, positioned successfully. However, such positioning is not always understood in-depth by the organization, thus other natural areas of expansion and growth are often overlooked.

The objective of our analysis is to pin point what business the company is in and what are the logical areas of expansion within its area of expertise or specialty.

The study covers 5 Positioning areas and 17 definitions:

<u>SOURCE OF USAGE</u>	<u>SOURCE OF BUSINESS</u>	<u>PRODUCT PERFORMANCE</u>	<u>POSITIONING STATEMENT</u>	<u>MARKETING STRATEGY</u>
1. Primary Product Use	5. Who is currently satisfying demand	7. Product Physical Characteristics	10. Target Consumer	14. Volume Objectives
2. Secondary Product Use	6. Similar products or competing categories	8. Consumer Perceptions of Product	11. Basic Promise	15. Market Share
3. Actual Usage		9. Translators or Perception aides	12. Support of Promise	16. Pricing
4. How consumers do without			13. Brand Character	17. Support Spending

Cost of Study

\$35,000 for Analysis, Summary and Definitions

* Traveling or other necessary direct expenses will be reimbursed.

Payment

50% at commissioning

50% upon completion