

WORKSHEET 8

Positioning Map

Select the attributes—a pair at a time. Plot them on the x and y axes. For example, plot Easy/Hard and Fast/Slow on one map and User-Friendly/Not User-Friendly and Helpful Results/Unhelpful Results on another map.

The image shows two blank positioning maps. The left map has a horizontal axis labeled 'x axis' with a '-' sign on the left and a '+' sign on the right. It also has a vertical axis labeled 'y axis' with a '+' sign at the top and a '-' sign at the bottom. The right map is a simple cross with no labels.

Draft your positioning statement. The positioning statement should make it easy for people to quickly grasp what your product or service is and what is unique about it.

✓ Goal, Objective, Strategy Checkpoint

Are you satisfied with your competitive position in the mind of your prospective customer?

- OK Adjustment necessary* Stress in promotion

* Develop goals, objectives, and strategies for adjustments.