



Market Plan - Positioning Statement

For the (target consumer) who (statement of need or opportunity), the (product name) is a (product category) that (statement of benefit/compelling reason to buy).

Unlike (primary competitive alternative), our product (statement of primary differentiation.)

Example:

For the full-time college student who needs a boost of energy between afternoon classes, the Blueberry Blast is a fruit drink that quenches thirst quickly.

Unlike Gatorade, our drink has a great flavour.

For your product:

For the _____ who _____

_____ is a _____ that

_____.

Unlike _____, our product _____.