

PRODUCT Delivered benefits Ability to vary Availability Support Customer service Delivery channels inc. online Warranties	What customers/partners really value
	Our strengths in relation to what they value
	Competitor strengths and weaknesses in relation to what they value
	Our opportunities for competitive edge
	Development actions

PROMOTION Branding Positioning Website Social media Presentation Other mkting comms Personal comms PR	What customers/partners really value
	Our strengths in relation to what they value
	Competitor strengths and weaknesses in relation to what they value
	Our opportunities for competitive edge
	Development actions

PRICE Positioning Discounts Credit	What customers/partners really value
	Our strengths in relation to what they value
	Competitor strengths and weaknesses in relation to what they value
	Our opportunities for competitive edge
List Payment methods Free value-added extras	Development actions

PLACE Channel type Channel segment Channel location Sales support and communication	What customers/partners really value
	Our strengths in relation to what they value
	Competitor strengths and weaknesses in relation to what they value
	Our opportunities for competitive edge
	Development actions

PEOPLE Technical expertise (sales people) Technical expertise (tech. staff) Interpersonal communication inc. language and culture Business culture	What customers/partners really value
	Our strengths in relation to what they value
	Competitor strengths and weaknesses in relation to what they value
	Our opportunities for competitive edge
	Development actions

PROCESS Customer focus Business led IT supported R&D	What customers/partners really value
	Our strengths in relation to what they value
	Competitor strengths and weaknesses in relation to what they value
	Our opportunities for competitive edge
Development actions	

PHYSICAL EVIDENCE Process support Instructions Labels Training support Packaging Online experience	What customers/partners really value
	Our strengths in relation to what they value
	Competitor strengths and weaknesses in relation to what they value
	Our opportunities for competitive edge
	Development actions