

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



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



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



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



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



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



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