

Task Guide

Positioning in the Market Place

Responsible: Marketing Department

Project Description:

Positioning is also defined as the way by which the marketers attempt to create a distinct impression in the customer's mind. Positioning is something (perception) that happens in the minds of the target market..

A company, a product or a brand must have positioning concept in order to survive in the competitive marketplace. Positioning Concept attempts to sell the benefits of the product or service to a potential buyer. The positioning concepts focus on the rational or emotional benefits that buyer will receive or feel by using the product/service. A successful positioning concept must be developed and qualified before a "positioning statement" can be created.

Guidelines:

Step 1. Develop your positioning strategy by answering the following questions:

1. Who is your primary target market
2. What do you want the target market to think about when they think of your company
3. What emotions does your company brand invoke (list)
4. What is the rational need that your company provides for the customer.

Step 2: Positioning Statement : The position statement is a phrase so formulated: For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy)

Use the above formula to write your company marketing positioning statement.

Step 3: Using the work from steps 1 & 2 write the company positioning strategy and use it for the position section of the Marketing Plan

3. Submit for Approval

- A. Answers to the question in step 1
- B. Develop your Positioning statement following the formula provided in the description
- C. Write your positioning strategy, which will be used in the marketing plan for positioning.
- D. Print this sheet and attach the above items for verification

Consultant Decision:

Approved Not Approved Consultant Signature: _____ Date _____

Modifications or comments _____
