**Positioning and Value Proposition**

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**For each of the three companies from last week, write a positioning statement and value proposition for each one. (One Page Total).**

**Canada Goose** is a brand that has the reputation of making coats that are fashionable, luxurious, and that perform under extreme conditions. Their coats are for those that want something more exclusive and luxurious than North Face while also being less expensive than Moncler and can endure harsher conditions.

Canada Goose targets the international markets and more concretely young wealthy individuals, those that need a warm coat but who also value fashion. Canada Goose coats are part of the fashion industry. They offer the warmest coat on the planet, one that is used by explorers every year, a coat of great quality and that has been in the industry for decades. North Face jackets are less fashionable and Moncler’s more expensive. Their key differentiating advantage is a jacket that is in a price range with few competitors, of incredibly high quality, long lasting with a life warranty, and that is warmer than any other product out there while also being luxurious and fashionable.

**Uniqlo** is a brand that has the image of making affordable products with surprisingly high quality.  In customer’s minds, Uniqlo is of much higher quality than anything else at its price range, combined with the simplicity of Japanese design and innovative materials.

Their products are targeted to customers of all ages who want simple and high-quality clothing. Especially for those that are looking for high quality products but that do not want to spend too much money. They have a great variety of products all of which are part of quality fashion. The main customer benefit is finding a great range of basic, well-made products while maintaining great prices. Their competitors are in the fast fashion industry and therefore make low-quality, trend-chasing products. Uniqlo’s offering yields the advantage of having in one place an enormous range of basic, high-quality products. These products are well-made, affordable, fashionable and feature innovative materials.

**Patagonia** has the image of making very high-quality products that are also environmentally friendly. Customers that buy Patagonia know that if they want something that respects the environment and that is as performant as anything else out there, their products are the place to go.

The main target of their products is those that love the outdoors all around the world. Their customers value the environment but struggle to justify buying one product after another knowing how harmful it is for our planet. They offer all types of outdoor apparel of very high quality and that comes from recycled and responsible materials. Unlike North Face or Arcteryx who sell polluted products, Patagonia’s offering has the advantage of being good for the environment, with a lifetime warranty, made so that you only need to buy once and of great performance out in nature.

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| Key differentiating advantages | Primary competitive alternative | Key customer benefit | Product category | Product names | Need, pain, application | Target customers |  |
| Luxurious clothing that is also  highly high quality and practical in  extreme weather. | * Moncler * The North Face * Patagonia * Arc’teryx | Being   * Fashionable * Warm anywhere on earth * Luxurious | Outdoor clothing, luxury clothing | Down jackets | Those loving products to be   * practical * fashionable and luxurious | * Urban dwellers * Explorers working in   extremely cold weather | Canada Goose |
| Becoming an affordable brand  focusing on sustainability and  high quality with innovative  materials. | * J.Crew. * Gap * Fast fashion brands | Being   * Comfortable * Practical and high-quality * Affordable | Casual clothing | Clothing for daily life | Those loving products to be   * practical and affordable * simple and stylish * sustainable | Everyone who wants casual  clothing without having to care  about fashion trends | Uniqlo |
| Becoming an sustainable brand  whose main focus is not to  maximize profits but do right things. | * The North Face * Arcteryx | Being   * High-quality products * Environmentally friendly | Outdoor clothing | Outdoor sportswear, jackets | Those loving products to be   * practical and affordable * sustainable * high quality | * Outdoor activity lovers who   also value sustainability | Patagonia |