

Product strategy example

	Benefit	Competitor 1	Competitor 2	Your product
Basic expectation	Buy food online	Yes	Yes	Yes
Performer	Variety of products	High	High	Med
Performer	Low prices	Med	Med	Med
Performer	Fast delivery	Low	Low	High
Performer	Easy and efficient order	Low	Low	High
Performer	Healthy & fresh ingredients	Med	Med	High
Delighter	Healthy dessert for free with every order	No	No	Yes