

## Value Proposition Canvas Barsema Athletics

Persona or ideal customer

College Students

Product

Athletic Clothing and Equipment

### Value proposition

#### Features

Our product offers customers affordable athletic apparel and equipment.

We have great discounts for qualified customers and great customer service.

#### Experience

Customers feel like their performance is greatly improved because of our products.

Customers can expect great customer service as well as the best athletic products at the lowest prices.

#### Benefits

Our customers can expect great quality products that will enhance athletic performance.

Barsema Athletics meets customer needs by supplying a range of products at different price points in order to meet everyone's needs.

Fit? Yes

### Customer profile

#### Wants

Friendly Staff

Ability to return products

#### Needs

Needs affordable athletic clothing

Pay a low price for the best quality

#### Fears

clothing or equipment will be of low quality

The process of buying goods will be a hassle