

BRAND STATEMENT FORMULA

**A (business name) IS A
B (business definition) THE PROVIDER
C (product/service) FOR D (target) IN D
(areas) WHICH GIVES F (benefits for
customers) AND WITH
G (innovation/new things offered)**

Your 4C Diamond



<div>Company</div> <div>Point of Parity:</div> <div>Point of Diferentation:</div>	<div>Consumer</div>
<div>Competitor</div> <div>Direct Competitors:</div> <div>Indirect Competitors:</div>	<div>Change</div>










To (Consumer).....

Your brand is (Category).....

That is the (Benefit).....

**That's Because (Support
Point).....**

BUSINESS MODEL CANVAS

 Key Partners	 Key Activities	 Value Propotions	 Customer Relationship	 Customer Segments
	 Key Resources		 Channels	
 Cost Structure			 Revenue Streams	