

## The Customer Value Map

Target Customers		Customer Offering	
	Customer Needs		Product
What customer need does the company aim to fulfill?		What are the key features of the product that the company offers to target customers?	
	Customer Profile		Service
Who are the customers with this need?		What are the key features of the service that the company offers?	
Competition		What are the key aspects of the offering's brand?	Brand
	Key Competitors		
What other offerings aim to fulfill the same customer need?		What is the offering's price for target customers?	Price
	Value Proposition		
What value do these offerings create for customers?		What incentives does the offering provide to target customers?	Incentives
	Offering Attributes		
What are the key aspects of the competitive offerings?		How will target customers become aware of the company's offering?	Communication
Customer Value			
	Reason to Choose		Distribution
What value does the offering create for target customers? Why would customers choose this offering?		How will the offering be delivered to target customers?	

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