1. **Product Differentiation:**
   * Product differentiation involves creating unique features, attributes, or benefits in a product or service that set it apart from competitors' offerings.
   * Examples include superior quality, innovative design, advanced technology, special features, customization options, or unique packaging.
   * For instance, Apple differentiates its products through sleek design, user-friendly interfaces, and integration of proprietary technology.
2. **Price Differentiation:**
   * Price differentiation involves setting a price for a product or service that differs from competitors' prices, based on perceived value or specific market segments.
   * Examples include offering premium pricing for high-quality or luxury products, discount pricing for budget-conscious consumers, or value-based pricing for products with unique features.
   * For example, Rolex uses premium pricing to position itself as a luxury brand, while Walmart emphasizes low prices to appeal to budget-conscious shoppers.
3. **Service Differentiation:**
   * Service differentiation focuses on providing superior customer service or support that enhances the overall customer experience and sets the company apart from competitors.
   * Examples include personalized service, fast and reliable delivery, hassle-free returns, knowledgeable staff, or exceptional after-sales support.
   * For instance, Zappos differentiates itself through outstanding customer service, including free shipping and returns, and 24/7 customer support.
   * Another example can be of Daraaz.
4. **Brand Differentiation:**
   * Brand differentiation involves creating a unique brand identity, personality, or image that resonates with consumers and distinguishes the brand from competitors.
   * Examples include building a strong brand reputation, associating the brand with specific values or lifestyles, or leveraging celebrity endorsements.
   * Nike differentiates itself through its "Just Do It" brand message, association with athletes and sports culture, and commitment to innovation and performance.