

Business Plan Workbook #10	
Course	Marketing Your Dream
Topics Addressed	Make Your Product or Service Stand Out

Key Points

How Can You Make Your Product or Service Stand Out?

You need to spend some time thinking about what makes your product or service stand out from the competition. In other words, you need to think about what makes your product or service special.

There may be a lot of competitors trying to win over the same target group of customers – how are you going to convince customers to buy from you instead of your competition?

Positioning Your Product or Service

This process of making your products and services stand out from the competition is called “positioning”. If you want to effectively market your product or service, you need to figure out how you’re going to position it in the overall market.

Positioning Based on Price

You could decide to position your product or service based on its price. If you choose this option, you will need to think about how you are going to price your product or service **in relation to your competitors**.

Positioning as the Lower Priced Item

You could decide that you want to sell your product or service at a lower price than your competition – in which case you would be positioning yourself as the low-priced company.

This can be a strong selling point, but it can be risky for new companies because if your price is much lower than the competition, you may not have enough profit built into your price to be able to cover unexpected expenses that come during start up. As well, your potential customers may assume that the quality of your product or service is low.

Positioning as the Higher Priced Item

You could choose to sell your product or service at a higher price than the competition. If you take this route, you would want to highlight the quality of the product – so that your potential customers felt they were paying more for a better product. You would need to make sure that your target customer could afford to pay the price you are asking.

Positioning Based on Convenience

If your product or service makes your customers' lives easier, you could decide to position it based on convenience.

Other Options for Positioning a Product or Service

There are many different ways you can position a product or service. For example, you could position a product as being environmentally friendly or locally sourced. Take some time to consider the positioning that works best for you.

What if Your Product or Service is Not Uniquely Positioned?

Your product or service becomes a "me too" product or service, if it is not uniquely positioned. This means that it doesn't stand out from your competitors' products or services and customers don't have a reason to choose you over the competition.

Related Business Plan Questions

Below, you will see a list of business plan questions related to the topics noted above. If you print this worksheet, you can use the space below each question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: Describe the unique features that make your product or service different than others.

Q: How can you demonstrate to your customers that your product or service is different or better than the competition?