



Customer Value Map for Cold Chain Logistics, using:

X-axis: Perceived Value Score

Y-axis: Relative Price

Quadrant Insights:

Your Firm: Positioned in Value-for-Money quadrant — strong perceived value at a fair price.

Competitor A: Slightly overpriced with lower value perception.

Competitor B: Struggles on both value and price — possibly a budget or underperforming option.

Competitor C: Premium Leader — top in value and price, likely a premium brand.