

Ans]

two examples for customer value proposition.

①

Grammarly:

- Grammarly's headline makes it simple to understand exactly what the company's offering. The super-short elaboration sentence manages to summarise the services available in everyday language that appeals to the target audience.

②

Shopify:

- It is made to help people set-up an online store to sell products. The short and simple tag line on Shopify homepage gets straight to the point with a call of action offering a free trial, further down the page ~~Shop~~ Shopify elaborates on the simple proposition, letting people know the platform is offering.

"Powerful tools that help you find  
customers, drive sales, and manage your  
day to day"