

Worksheet 5.
Positioning Your Firm
(Make extra copies of this sheet as needed)

Write a statement of how you want your firm to be positioned in the marketplace. Refer to the section on “Positioning Your Firm” in the guide, and use your thoughts about customer needs and how they relate to product characteristics, competition, place, pricing, packaging, and promotions from Worksheet 4. The statement of position should indicate what niche your firm will fill in the market.



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