

Market positioning

2017-18

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- ▶ The *origin* of the product (e.g., Munster, Champagne, ...)
- ▶ The *classification* of the product

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MARKET MAPPING

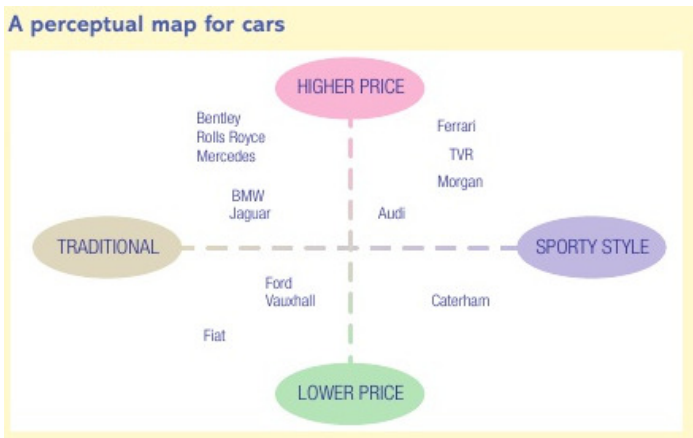
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- ▶ *What is the number of variables in the following chart?*
- ▶ *What are the limitations of perceptual maps?*

PERCEPTUAL MAP

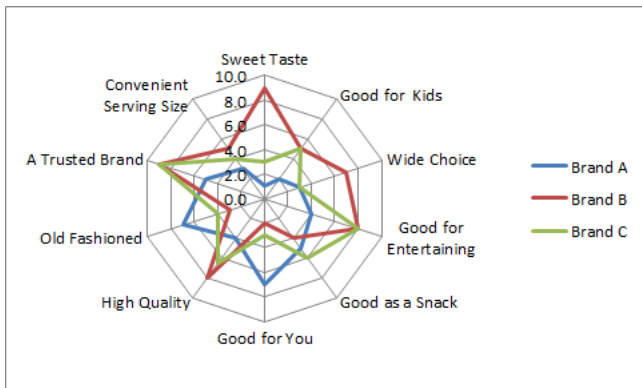
CARS



PERCEPTUAL MAP

FOOD

Can be *multidimensional* ...



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- ▶ Flexibility
- ▶ Ethical stance
- ▶ Focusing on a particular market segment

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- ▶ Overcome competition

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- ▶ Customisation

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- ▶ **Added value:** the extra features that may be offered by a business when selling a product, such as high quality customer service, which helps to exceed customer expectations
- ▶ **Competitive advantage:** an advantage that enables a business to perform better than its rivals in the market
- ▶ **Market maps or perceptual maps:** typically a two-dimensional diagram that shows two of the attributes or characteristics of a brand and those of rival brands in the market

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- ▶ **Reposition:** change the view consumers have about a product by altering some of its characteristics
- ▶ **Unique selling point (or proposition):** the aspect or feature of a product that clearly distinguishes it from its rivals