

Market Positioning Assessment

1. Company Overview

Company Name:

Industry/Sector:

Brief Description:

2. Target Market

Target Customer Segment(s):

Key Customer Needs:

3. Competitor Analysis

Main Competitors:

Competitor Strengths & Weaknesses:

4. Unique Value Proposition

Your Product/Service Strengths:

What Makes You Different?:

5. Positioning Statement

Draft Your Positioning Statement:

6. Opportunities & Risks

Market Opportunities:

Potential Risks/Challenges:

7. Summary & Next Steps

Assessment Summary:

Recommended Actions: