

Product Positioning Statement

Example for Niche Markets

SAMPLE COMPANY & PRODUCT

Company: EcoSip

Product: Biodegradable Takeaway Coffee Cups

TARGET AUDIENCE

Independent coffee shop owners in urban areas who care about sustainability and want to reduce single-use plastic waste.

MARKET DEFINITION

Eco-friendly food & beverage packaging market for small businesses and specialty coffee shops.

BRAND PROMISE

The most sustainable, stylish, and convenient alternative to standard disposable cups, enabling cafes to serve coffee responsibly without compromising brand image.

REASON TO BELIEVE

EcoSip cups break down naturally in 2 months, are made from 100% plant material, and feature customizable designs to fit any shop's brand.

POSITIONING STATEMENT EXAMPLE

For independent coffee shop owners who want to serve takeaway drinks sustainably without sacrificing style, EcoSip offers customizable biodegradable coffee cups designed for eco-conscious businesses. Unlike traditional plastic or paper cups, EcoSip cups completely biodegrade within 60 days and can be branded to fit and reinforce any shop's unique personality.