

# Product Positioning Analysis Report

Prepared for: [Client Name]  
Date: [Insert Date]  
Prepared by: [Consulting Firm Name]

## 1. Executive Summary

This report presents a comprehensive product positioning analysis for [Client Product/Brand]. The analysis evaluates current market position, key competitors, customer perceptions, and strategic recommendations to optimize market differentiation and growth.

## 2. Product Overview

- Product Name:** [Product Name]
- Category:** [Product Category]
- Target Market:** [Target Audience/Segment]
- Key Features:**
  - [Feature 1]
  - [Feature 2]
  - [Feature 3]
- Unique Value Proposition:** [Product's Unique Value]

## 3. Market Landscape

The product operates in the [industry/sector] market. Below is an overview of market trends, customer needs, and competitive dynamics.

- Market Size:** [Value/Volume, Source]
- Key Trends:** [1-2 major trends impacting market]
- Customer Needs:** [Top customer pain points/goals]

## 4. Competitive Positioning Map

Competitor/Brand	Key Features	Positioning Statement	Price Range	Strengths	Weaknesses
[Product/Brand A]	[Features]	[Their Positioning]	[Price]	[Strength]	[Weakness]
[Product/Brand B]	[Features]	[Their Positioning]	[Price]	[Strength]	[Weakness]
[Product (this report)]	[Features]	[Your Positioning]	[Price]	[Strength]	[Weakness]

## 5. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

[Strength 1]	[Weakness 1]	[Opportunity 1]	[Threat 1]
[Strength 2]	[Weakness 2]	[Opportunity 2]	[Threat 2]

## 6. Customer Perception & Insights

- **Feedback Summary:** [Key feedback from customer interviews/surveys]
- **Brand Associations:** [How target customers view the brand]
- **Purchase Drivers:** [Top factors influencing purchase decisions]

## 7. Positioning Statement

For [Target Customer], [Product Name] is the [category] that [unique benefit] because [reason to believe/feature].

## 8. Strategic Recommendations

1. [Recommendation 1: Strategic initiative to strengthen positioning]
2. [Recommendation 2: Product or marketing improvements]
3. [Recommendation 3: Addressing threats or weaknesses]

## 9. Appendix & Data Sources

- [List of data sources]
- [Interview or survey summaries]
- [Additional charts or graphs, if any]