

Product Positioning Analysis Template

1. Product Overview

Product Name

Product Description

2. Target Market

Target Customer Segment

Customer Needs / Pain Points

3. Competitive Landscape

Competitor	Strengths	Weaknesses
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4. Product Differentiators

Key Differentiators

5. Positioning Statement

Positioning Statement

6. Messaging Pillars

Pillar	Supporting Points
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7. Proof Points