

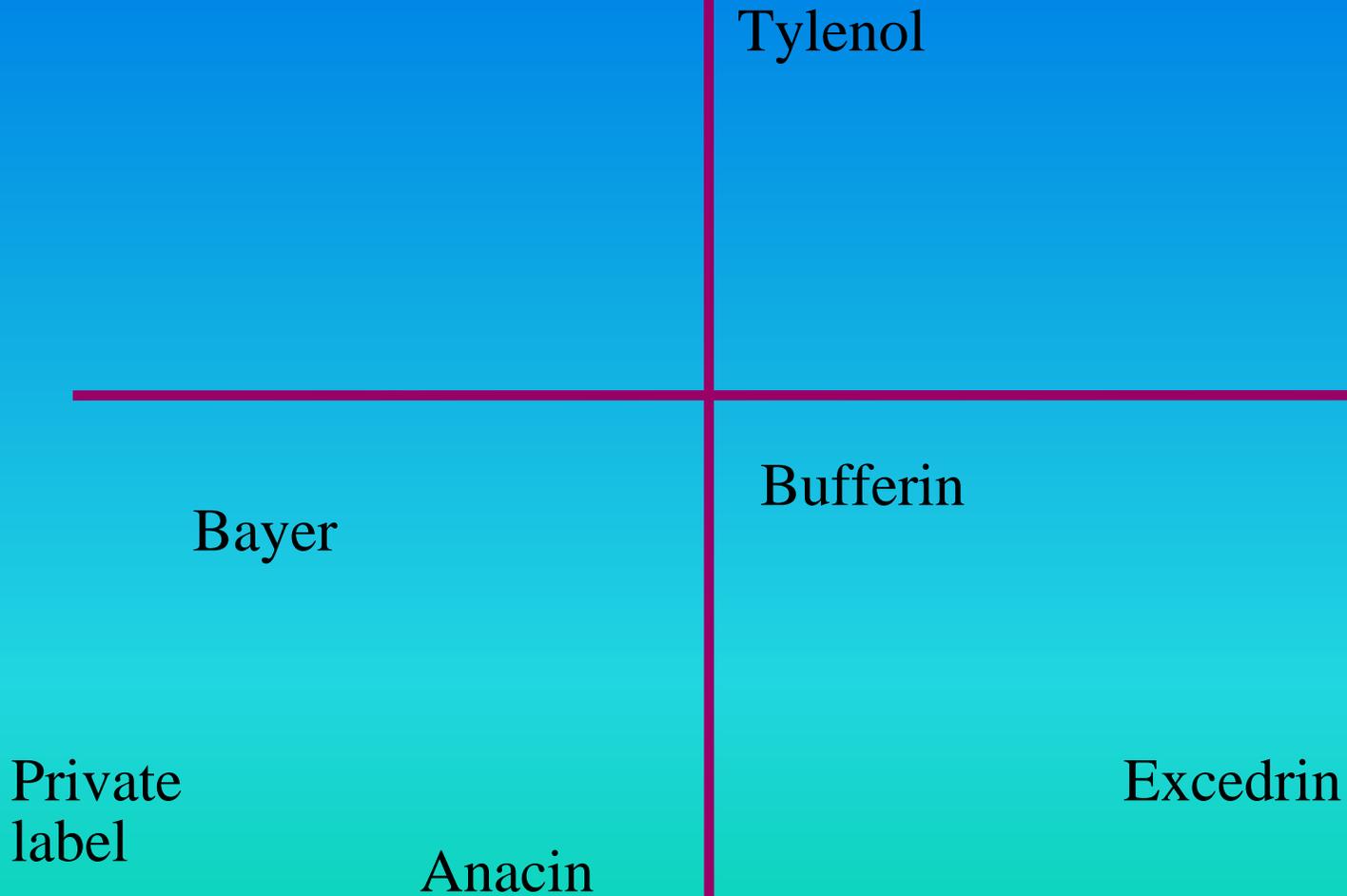
# Positioning

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What is positioning?

“The act of designing the companies offerings so that it occupies a distinct place in your target customers”

# A perceptual map



# Marketing Positioning

“product X is the best Y because \_\_\_\_\_

Has to be believable by your customers

Has to be believable by your competitors

- And a barrier to competition

Has to be doable