

RESOURCE 3: MARKET POSTIONING

Who are you as a brand?	
What are your brand's unique attributes?	
What problem are you solving?	
What will attract customers to your brand?	
Who are your target customers and what need does your brand satisfy or fulfil?	
Who are your competitors and how are you delivering something different?	
What is your identified niche?	

Discussion: Students should come back as a team and discuss to form a unified Market Positioning. Following this activity, students should now have a Market Position that allows them to serve an unmet market and take full ownership of a niche.