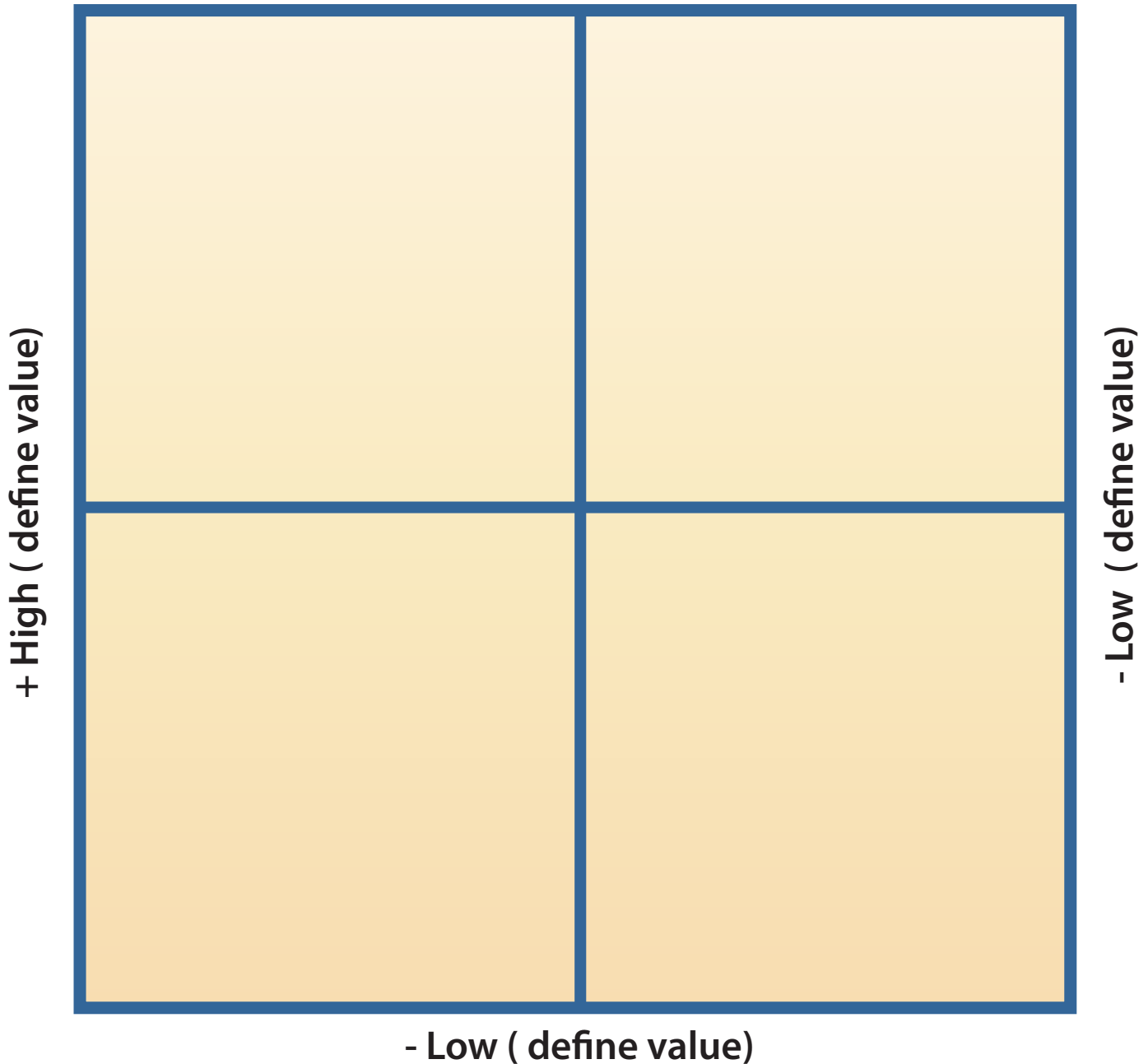


# Product - Positioning Map | template

+ High ( define value )



**A**

**Positioning** is a simple and useful tool. After segmenting a market and then targeting a consumer, you would proceed to position a product within that market.



**B**

**Positioning** is all about “**perception**”. Perception differs from person to person, and so do the results of the positioning map.



**C**

Products or services are “mapped” together on a “positioning map”, allowing comparison/contrast in relation to each other.



**D**

Please **COMPLETE** this Map - draw circle / put in letter / place in quadrant  
Additional comments: \_\_\_\_\_