**PRODUCT STRATEGY WORKSHEET EXAMPLE**

TARGET CUSTOMERS Those for whom the product will deliver the most value.

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| --- | --- | --- | --- |
|  | Persona 1 | Persona 2 | Persona 3 |
| DEMOGRAPHICS | Age 30-40, middle to upper-middle-class homeowners. | Age 25-30, middle-class, first-time homeowners. |  |
| VALUES | Homeownership, reducing the carbon footprint, the latest innovations in clean energy, increasing the home value. | Economical solutions, low and sustainable energy costs. |  |
| NEEDS | Advanced solar panel options. | Affordable solar panel options, information on financing.  |  |

GROWTH AND SCALE Key elements that support the product’s growth and the strategies to scale that growth.

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| --- | --- | --- | --- | --- |
| ACQUISITION | RETENTION | EXPANSION | COST STRUCTURE | MARKETING CHANNELS |
| Attract and convert potential customers by showcasing our cutting-edge solar panel technology, environmental benefits, and affordable options. | Foster long-term customer loyalty by providing exceptional support and ongoing engagement. Implement maintenance programs and exclusive offers for existing customers. | Penetrate new geographic locations and untapped markets. | Focus on optimizing cost elements (materials, manufacturing, marketing, technology development, etc.) to achieve competitive pricing while maintaining product quality and efficiency. | * Website
* Social Media
* Online Marketplaces
 |

DIFFERENTIATION AND COMPETITION What makes the product stand out from the competition.

|  |  |  |
| --- | --- | --- |
| COMPETITOR NAME | COMPARISON: Better, Equal, or Lagging | ACTION: Monitor, Maintain, or Improve |
| [ Competitor 1 ] | Better | Monitor |
| [ Competitor 2 ] | Equal | Maintain |
| [ Competitor 3 ] | Lagging | Improve |

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