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| **PRODUCT POSITIONING** |
| **SITUATION DESCRIPTION** |
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| **TARGET AUDIENCE DEFINED** |
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| **SITUATION DESCRIPTION** |
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| **SITUATION DETAILS** |
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| **CRAFTING THE POSITIONING STATEMENT** |
| **WHOM THE PRODUCT IS FOR** |
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| **WHAT THE PRODUCT IS** |
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| **WHAT THE PRODUCT PROVIDES** |
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| **WHAT MAKES THE PRODUCT UNIQUE** |
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| **ADVANTAGES OFFERED BY THE PRODUCT** |
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| **PRODUCT ADVANTAGES AND FEATURES** |
| **ADVANTAGE NAME** | **FEATURE OF NAMED ADVANTAGE** |
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