

Brand

Product: The “Unique Selling Proposition” states clearly the features and benefits that make your offer different from the competitors.
What does it do to solve customer’s problems?

Place: Where your product/service is sold to customers.
How it is distributed to that place.
Why did you choose to sell your product at that place?

Describe the target customers here
(in term of your segmentation variables)

Price: What you can charge for it in the market based on costs and value to customers. What is the price?
Why this price? What are the prices of your competitors?

Promotion: the means to communicate your offer to current and potential customers. Why they will be effective?