

APPLICATION QUESTIONS

1. Choose a major product or service. What are its features? Identify the benefits (to the customer) of each feature. Identify which of these are differential benefits.
2. If you cannot identify any differential benefits, in what ways could you develop some?
3. For those you have identified, how can they be improved on?
4. Identify your key market segments. How do you describe them?
5. If you cannot identify any distinct segments, how can you begin to identify one or more?