

Worksheet 4: Third part of your business plan

Name:

Assignment: Complete this worksheet and submit it to the submission folder in the information system in week 4. Present the results in the next lecture.

Part 1: Describe unique value proposition

Define why a customer should choose exactly you. You are following up on the defined problem and solution from previous weeks.

- Clear message: Formulate the main benefit of your product or service in one sentence. What is the primary thing the customer will gain?
- How you are different: Describe how your offer differs from the competition (following up on the competitor analysis from Worksheet 3). Why is your solution better or unique?
- Main advantages: List 3 specific advantages that your product brings (e.g., time savings, higher comfort, lower price, environmental impact).

Part 2: Describe channels

Describe how customers will find out about you and how you will deliver the product to them. Focus on the customer segment you have defined.

- Marketing channels: Where will you reach out to your customers? (e.g., social media, paid online advertising, flyers, professional conferences, referrals).
- Sales channels: Where can the customer buy the product? (e.g., own e-shop, brick-and-mortar store, partner network, direct sales through sales representatives).
- Relationship building: How will you communicate with the customer after the purchase to retain them? (e.g., newsletter, customer support, loyalty program).

Part 3: Describe the way to the customer

Summarize what the first step will be to acquire your first 10 paying customers. Which channel will be the most important for the start and why?