

# VALUE-ADDED STAR POSITIONING

**YOUR COMPETITIVE BUSINESS ADVANTAGE – CREATING CUSTOMER VALUE THROUGH:**

## **C = Personal Choice**

Fashion, Control, Self, Customized,  
Tailored, Variety, Individuality, My/Me,  
Comprehensive Choices, Mass Customization

## **R = Delivery Responsiveness**

Fast Delivery, Convenience, Methods, Timing,  
Speed, Distribution, Flexibility, Access,  
Ease of Doing Business, Support Services,  
Delivery Channels, Cooperation

**Customer**

**Service**

**CREATING  
CUSTOMER  
VALUE**

## **S = Caring Service**

Personal Service, Values, Feeling Important,  
Customer Relationships, Respect, Caring, Feelings  
Emotions, Recovery Strategy, Integrity, Empathy,  
Sensitivity, Familiar, Trust, Cultural, Experience

## **T = Total Cost**

Psychological Cost, Price, Life Cycle, Risk,  
Opportunity Costs, Waste/Environment,  
Working Conditions, Product/Services Costs

## **Q = High Quality (Products & Services)**

Features, Authentic, Simplicity, Information,  
Technology, Accuracy, Knowledge, Performance,  
Reliability, Functional, Durability, Uses, Consistency,  
Stability, Soundness, Unique, Innovative, Experiences

## **Value Proposition:**

**Brand/Recognition/Positioning = Perceived Customer Value =  $\frac{\text{Outputs}}{\text{Inputs}}$  =  $\frac{\text{What I Get}}{\text{What I Must Give}}$  = Benefits**

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# VALUE-ADDED STAR POSITIONING

Anticipating Customers' Wants and Needs for Products, Services and the Intangibles  
 – Using the Systems Thinking Approach™ –

$$\text{Perceived Customer Value} = \frac{\text{Outputs}}{\text{Inputs}} = \text{THE "VALUE PROPOSITION"}$$

**Question:** What does this **Value-Added Star Positioning** mean to you? Define it in your own words.

**C = Personal Choice**

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**R = Delivery Responsiveness**

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**S = Caring Service**

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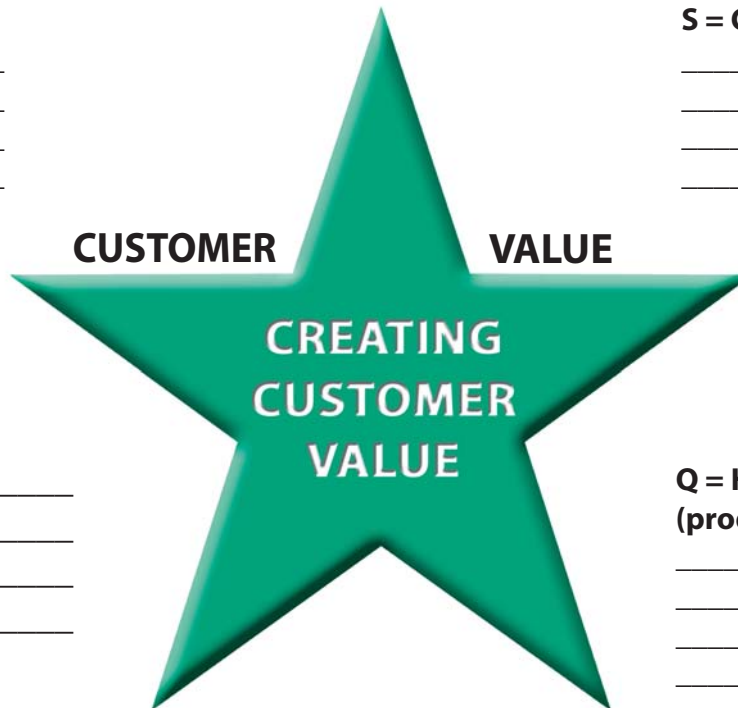
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**T = Total Cost**

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**Q = High Quality (products and services)**

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## THREE LEVELS OF COMPETITIVENESS

Level #1 - Competitive Edge
Level #2 - Competitive
Level #3 - Uncompetitive

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