

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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