

PRODUCT VALUE PROPOSITION

NAME OF PRODUCT:	MSRP:
SUB BRAND/SERIES/LINE:	COST:
CUSTOMER NEED THAT IS SOLVED OR WANT THAT IS SATISFIED:	
HOW ELSE CAN THE CUSTOMER SATISFY THIS WANT / NEED?	
EXPERIENCE HIGHLIGHTS:	PHYSICAL / TANGIBLE FEATURES:
BENEFITS / EXPECTED RESULTS:	POINTS OF DIFFERENCE:

