

Quadrant Template to develop a Customer Proposition



New Product Idea Title: *"One short distinct working title"*

Sector: *Clarify the sector*

Owner: *Recognise the originators(s)*

Use this Quadrant template if you wish to both harness a fully validated idea and enable stakeholders and supporters to compare or prioritise which new services or products are best placed for focussed investment and launch effort.

CUSTOMER PROPOSITION SUMMARY

Set out in a simple phrase your pitch on the product, the target sector(s) and the USP.

1. PRODUCT OR SERVICE

Describe the customer needs met by the proposition. Set out any likely features and benefits.

2. CUSTOMER TARGETS

Who is the product aimed at? Who in the organisation are we going to target?

3. UNIQUE SELLING PROPOSITION VERSUS THE COMPETITION

Why should customer purchase the product from us? Who are the main competitors, if known?

4. PROPOSED CHANNEL(S)

How are we going to market the product? Are there any direct costs?

5. SUPPLIERS OR PARTNERS

Is there a need to involve a partner in the delivery of the proposition e.g. those which bring particular competencies?