

PRODUCT COMPARISON CHART

Directions: This comparison chart will assist you in creating your "Point of Differentiation". What makes you unique/special. You would compare one of your products against the competition already in the market place. You can find the other products online or possibly available in a store where you wish to be carried. You need to analyze what they say about themselves and use that information to position yourself to showcase how special you are.

| | product | price | size weight | description of packaging | Store name product location | special features (Buzz words or marketing terms used) |
|---|---------|-------|-------------|--------------------------|-----------------------------|---|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |

MARKETING BUZZ WORDS ABOUT YOUR PRODUCT (List 5 terms or 5 key marketing terms about your product)

| | | | | | | |
|---|--|--|--|--|--|--|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |