

PRODUCT STRATEGY TEMPLATE – EXAMPLE

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PRODUCT STRATEGY

COMPANY

LOCATION

Company Overview

Our residential solar panel company is committed to harnessing sustainable, affordable energy to power homes across the nation. With a focus on innovative, eco-friendly practices, we strive to make solar energy efficient and accessible for all homeowners.

Product Vision Statement

To power every household with clean, sustainable, and affordable energy.

Business Objectives

1. Expand our customer reach, ensuring more households can benefit from clean energy solutions.
2. Enhance customer satisfaction through excellent service and support.

Product Objectives

1. Launch an upgraded solar panel option that improves energy efficiency and overall performance.
2. Develop strategies to make our solar panels more affordable and accessible.

Key Results

1. Increase our panel energy conversion efficiency by 20%.
2. Increase the Net Promoter Score by 15 points.

Competitive Landscape

| Criteria | Your Company | Competitor A | Competitor B |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Strengths | <ul style="list-style-type: none"> • Cutting-edge solar panel technology with 20% increased efficiency. • Strategic affordability initiatives. | <ul style="list-style-type: none"> • Advanced technology with a 15% efficiency improvement. • Established customer satisfaction and service quality. • Efficient manufacturing processes. | <ul style="list-style-type: none"> • Established regional presence in high-density urban areas. • Competitive production costs. • Good customer base. |
| Weaknesses | <ul style="list-style-type: none"> • Limited brand recognition in some new markets. | <ul style="list-style-type: none"> • Limited accessibility programs affecting broader market reach. • Slower expansion to new geographic regions. | <ul style="list-style-type: none"> • Premium pricing strategy that may limit accessibility. • Reports of longer response times affecting customer satisfaction. |
| Pricing Strategy | <ul style="list-style-type: none"> • Competitive pricing with a focus on affordability programs. | <ul style="list-style-type: none"> • Moderately priced, catering to middle-income households. | <ul style="list-style-type: none"> • Premium pricing targeting higher-income households. |

Lean Canvas

| | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. PROBLEM Top 3 problems: 1. First 2. Second 3. Third</p> <p>EXISTING ALTERNATIVES List how these problems are solved today.</p> | <p>4. SOLUTION Top 3 features</p> | <p>3. UNIQUE VALUE Single clear and compelling message that states why you are different and worth buying.</p> <p>HIGH LEVEL CONCEPT List your X for Y analogy.</p> | <p>9. UNFAIR ADVANTAGE Advantage that can't be easily copied or bought.</p> | <p>2. CUSTOMER SEGMENT Target customers and users.</p> <p>EARLY ADOPTERS List characteristics of your ideal customers</p> |
| <p>7. COST STRUCTURE List your fixed and variable costs.</p> | | <p>6. REVENUE STREAMS List your sources of revenue.</p> | | |

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