

PRODUCT STRATEGY WORKSHEET EXAMPLE

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TARGET CUSTOMERS Those for whom the product will deliver the most value.

| | Persona 1 | Persona 2 | Persona 3 |
|--------------|--|---|-----------|
| DEMOGRAPHICS | Age 30-40, middle to upper-middle-class homeowners. | Age 25-30, middle-class, first-time homeowners. | |
| VALUES | Homeownership, reducing the carbon footprint, the latest innovations in clean energy, increasing the home value. | Economical solutions, low and sustainable energy costs. | |
| NEEDS | Advanced solar panel options. | Affordable solar panel options, information on financing. | |

GROWTH AND SCALE Key elements that support the product's growth and the strategies to scale that growth.

| ACQUISITION | RETENTION | EXPANSION | COST STRUCTURE | MARKETING CHANNELS |
|--|--|--|--|--|
| Attract and convert potential customers by showcasing our cutting-edge solar panel technology, environmental benefits, and affordable options. | Foster long-term customer loyalty by providing exceptional support and ongoing engagement. Implement maintenance programs and exclusive offers for existing customers. | Penetrate new geographic locations and untapped markets. | Focus on optimizing cost elements (materials, manufacturing, marketing, technology development, etc.) to achieve competitive pricing while maintaining product quality and efficiency. | <ul style="list-style-type: none">• Website• Social Media• Online Marketplaces |

DIFFERENTIATION AND COMPETITION What makes the product stand out from the competition.

| COMPETITOR NAME | COMPARISON: <i>Better, Equal, or Lagging</i> | ACTION: <i>Monitor, Maintain, or Improve</i> |
|------------------|--|--|
| [Competitor 1] | Better | Monitor |
| [Competitor 2] | Equal | Maintain |
| [Competitor 3] | Lagging | Improve |

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