ACME Product Positioning

January 2016

Presented by: Sandy Anderson

Acme Corporation

Company Address

# ACME Product Positioning

## Develop a plan

### Mission and goals

[Describe your company's mission and goals.]

### Questions for consumers

|  | Questions |
| --- | --- |
|  | [List questions that you can use in your target audience profile.] |
|  |  |
|  |  |
|  |  |
|  |  |

### Audience and market

|  | Audience and Market |
| --- | --- |
|  | [Identify who makes up your target audience and your market.] |
|  |  |
|  |  |
|  |  |
|  |  |

### QUESTIONS TO NARROW DOWN YOUR TARGET AUDIENCE

|  | Questions |
| --- | --- |
|  | [List questions that you can use to help you narrow down who your target audience is.] |
|  |  |
|  |  |
|  |  |
|  |  |