

1.6 Worksheet for positioning a product or service against the competition		
	Category	Subcategory
What are the obvious category and subcategory of this product?		
What category and subcategory does it fit in, based on its convenience (location, hours)?		
What category and subcategory does it fit in, based on price: expensive, inexpensive, moderately priced?		
What category and subcategory does it fit in, based on ambience and amenities?		
What category and subcategory does it fit in based on social factors: for the well-to-do, for families, for business people, etc.?		
What category and subcategory does it fit in, based on intellectual factors: stimulating, highbrow, creative, etc.?		
What category and subcategory does it fit in, based on the emotions it evokes: does it makes a customer happy, hopeful, instantly satisfied, etc.?		
What category and subcategory does the product fit in, based on the senses it stimulates: sights, smells, tastes, textures, sounds?		
Can you put the product into a category and subcategory based on current hot-button issues: is it eco-friendly, trans-fat free, smoke free?		
Can you put the product into a category and subcategory based on issues many people feel strongly about: for example, kids, pets, noise, cell phones?		
Go the opposite route: can you appeal to smokers, junk-food eaters, people who hate cell phones, etc.?		