Positioning Development

Defining the unique positioning before entering a new market/region.

When entering a new region or creating a new business category, it is essential to understand your potential contribution in a competitive landscape. Market success is strongly correlated to a perceived image and uniqueness attributed to your offer/brand by the relevant buyer group – in relation to competitors playing in the same area.

enable2grow conducts in-depth market mapping comparing your offer to the ones of relevant competitive players. We define your positioning in your target market based on key competitors, core consumer needs in the category as well your company strengths (product or brand).

In a series of workshops we co-develop with your team/leadership team the positioning, consisting of the following elements:

• Understanding of core consumer needs in the respective category

• Comprehensive competitive analysis and mapping

• Matching competitive offers, needs and your strengths to identify positioning and uniqueness (USP)

"Market success is highly dependent on a unique strategic positioning in your defined target market. We help you to identify the unique positioning as a crucial driver for growth and success."

Maike Buhr | Senior Enabler, Human-centered Business Strategies

Maike focuses on the development of company and marketing strategies, positionings, and growth strategies often linked to digitization and innovation. She combines over 20 years of experience in companies (P&G, L'Oréal, Mittelstand, Start-ups), analytical thinking and in-depth consumer/target group understanding (customer-centricity) and transfers her knowledge into strong strategic digital and non-digital growth concepts with recommendations on how best to move to market. ➜ in

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us **here**.