

Creating a Business Plan: 7. How do I distinguish my product from the competition?

Who are my main competitors?

How is my product unique? What keywords, concepts, ideas, emotions, and aspects of my product should I focus on promoting as unique?

How are my story and my brand unique?

What customer service experiences or other intangibles can I offer in order to improve the buying experience and set myself apart?

What makes my brand and image memorable?
