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JAN 31 2024 A VALUE PROPOSITION IS A SHORT STATEMENT THAT COMMUNICATES WHY BUYERS SHOULD CHOOSE YOUR PRODUCTS OR SERVICES IT S MORE THAN JUST A PRODUCT OR SERVICE DESCRIPTION IT S THE SPECIFIC SOLUTION THAT YOUR BUSINESS PROVIDES AND THE PROMISE OF VALUE THAT A CUSTOMER CAN EXPECT YOU TO DELIVER

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A VALUE PROPOSITION IS A PROMISE OF VALUE STATED BY A COMPANY THAT SUMMARIZES HOW THE BENEFIT OF THE COMPANY S PRODUCT OR SERVICE WILL BE DELIVERED EXPERIENCED AND ACQUIRED ESSENTIALLY A VALUE PROPOSITION SPECIFIES WHAT MAKES THE COMPANY S PRODUCT OR SERVICE ATTRACTIVE WHY A CUSTOMER SHOULD PURCHASE IT AND HOW THE VALUE OF THE PRODUCT

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IN MARKETING A COMPANY S VALUE PROPOSITION IS THE FULL MIX OF BENEFITS OR ECONOMIC VALUE WHICH IT PROMISES TO DELIVER TO THE CURRENT AND FUTURE CUSTOMERS I E A MARKET SEGMENT WHO WILL BUY THEIR PRODUCTS AND OR SERVICES

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A GUIDE TO CRAFTING A COMPELLING VALUE PROPOSITION

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