

# Strategic Positioning



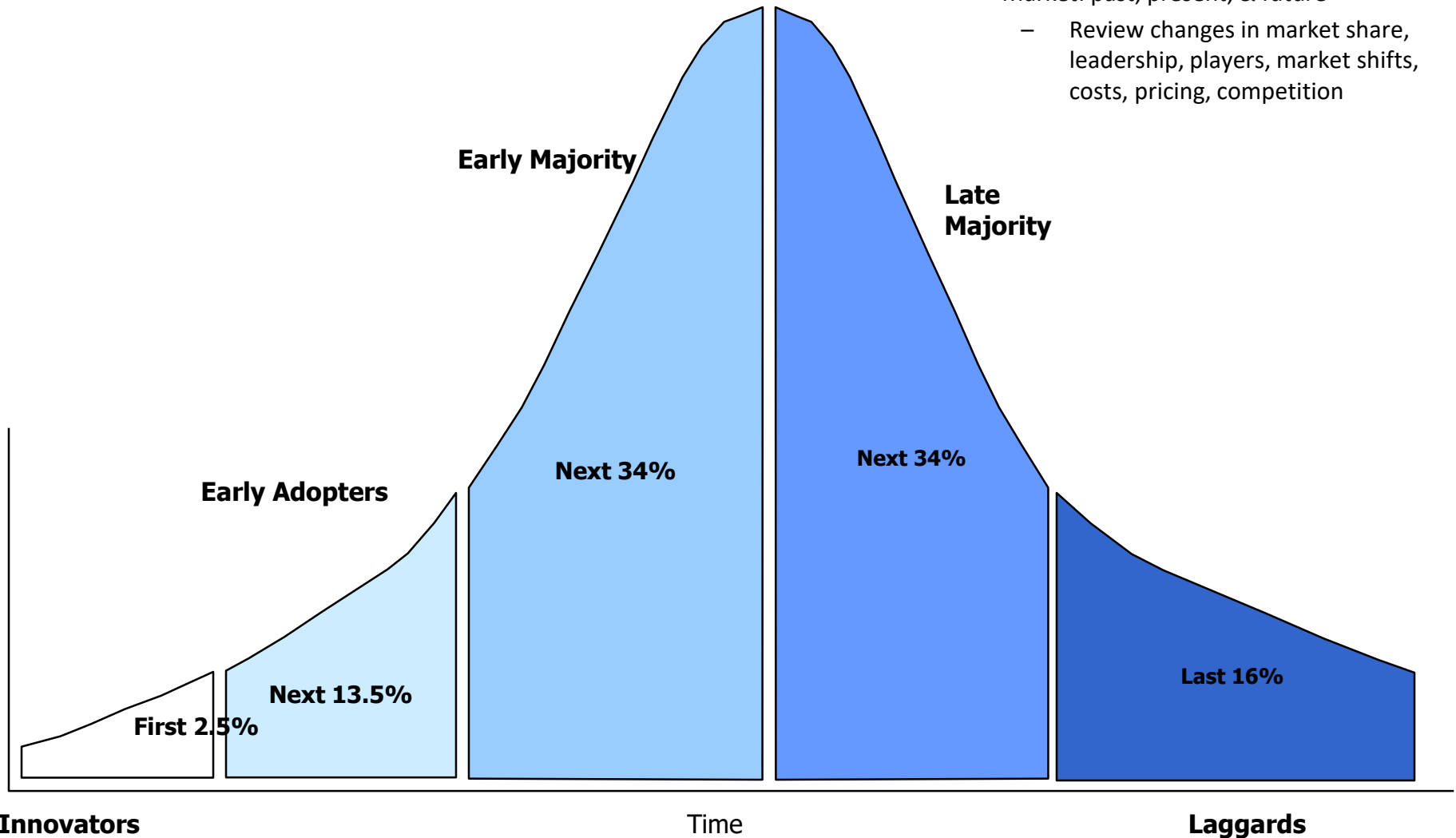
**Disadvantaged Business Enterprise Support Services Center**  
Cheyney University of Pennsylvania

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# Market Summary

- Market: past, present, & future
  - Review changes in market share, leadership, players, market shifts, costs, pricing, competition



**Innovators**

**Time**

**Laggards**

For a technological innovation to take off, the first two groups are obviously the most important ones. [Rogers (1983)] **Diffusion** is the [process](#) by which a new [idea](#) or new [product](#) is accepted by the [market](#). The **rate of diffusion** is the speed that the new idea spreads from one [consumer](#) to the next. **Adoption** is similar to diffusion except that it deals with the psychological processes an individual goes through, rather than an aggregate market process. In [economics](#) it is More often named "[technological change](#)".



# Competition

The competitive landscape

- What product or services does your competition offer?
- Provide an overview:
  1. Strengths
  2. Weaknesses



# Product Definition

Describe Product/Service being marketed:

**Product Alpha1: Construction Services**

**Niche Services:** Construction Management | Mill Work |  
Site Safety Packages

**Product Alpha2: Construction Supplies and Materials**

**Niche Services:** Materials | Carpet | Tile | Hardwoods

**Product3: Manpower**

**Niche Services:** Project Staffing

**Alpha3: Property Management**

**Niche Services:** Snow Removal | Land Landscaping

**Alpha4: Manpower**

**Niche Services:** Project Staffing



# Positioning

- Positioning of product or service
  1. Statement that distinctly defines the product in its market and against its competition over time
- Consumer promise
  1. Statement summarizing the benefit of the product or service to the consumer



# Communication Strategies

1. Create your company Messaging based on the target audience i.e. baby boomers, tweens and etc.
2. Target consumer demographics: Be really clear who your audience consist of
3. One message does not fit all clients



# Packaging & Fulfillment

- Product packaging:
  1. All packaging is not created equal
  2. How will your product ship
  3. What will they look like when they arrive at the client
  
- Does packaging matter for your products



# Launch Strategies

1. How to launch a plan
  - When a new product is coming to market
2. Launch Promotion budget
  - Maintain a detailed budget information





# Public Relations

1. How Do You Execute Your Public Relations Strategies
  - Create a Plan “A” PR strategy for everything going right.
  - Create a Plan “B & C” plan to cover people issues
  - Finally, create a “D-Z” plan to include everything else: schedules, people, and locations.



# Pricing

1. Pricing | Floor and Ceiling
  - Know your pricing and pricing rationale as an expert
  - Learn competitor rates



# Distribution

1. Distribution strategy
  - How Many Distribution Channels are available
2. Distribution by channel
  - Determine clearly revenue coming from each channel



# Measuring Success

- 6-month and 1-year goals
- Additional year goals
- Measures of success/failure
- Requirements for success

# DBE Supportive Services Team

## **Contact Information:**

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