



Offer

Offer are products and services.
What do you offer specifically?

Through which channel do you present you offers?
Tie them to corresponding distribution channel!



Distribution Channel

A distribution channel attracts your customer's attention and presents him your offers.

Which customer needs addresses this channel?
Tie it to the corresponding needs or customers!



Competition

Competitors threat your offer with substitution or equal offers.

Which competitor threats which offers?
Tie him to corresponding offers!



Customer Needs

A customer need is a problem your client wants to be fixed.
Which are your customer's problems?

Which customer has exactly which need?
Tie him to corresponding need!



Customer

Customers use and/ or pay for your products.
Who are your customers?

Would the customer pay for the offer?
(Verify the assumption!)