**ELEMENT 4: ACTIVITY 3: LO6**

**Finding difference**

**PART ONE**

Consider the online profiles of four car retailers operating in your country. What forms of online communication and engagement do they use? Can you identify a differentiating unique selling point (USP) for each retailer? Fill in the table below with your research.

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| --- | --- | --- | --- |
| **Retailer** | **Web address** | **Online communications**  | **USP** |
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