**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 5: ACTIVITY 3**

**PAIRS ACTIVITY**

**Strong and weak positioning**

**In pairs, give examples that you have seen of strong and weak product positioning. Try to do two to three in total.**

**Taking into account a lack of consistency with different assessment criteria and the desired customer. Suggest an improvement or solution where relevant.**

|  |
| --- |
| **BRAND/PRODUCT***I.e. one-pot cookbook* |
| **Weak or strong?***I.e. Weak* |
| **Why?***I.e. sold at a low-cost and had a fun cover aimed at students, but was only available in stores, not available online and only available at high price points* |
| **Improvements?***I.e. sell online as an ebook at a lower price* |

|  |
| --- |
| **BRAND/PRODUCT***I.e. one-pot cookbook* |
| **Weak or strong?***I.e. Weak* |
| **Why?***I.e. sold at a low-cost and had a fun cover aimed at students, but was only available in stores, not available online and only available at high price points* |
| **Improvements?***I.e. sell online as an ebook at a lower price* |

|  |
| --- |
| **BRAND/PRODUCT***I.e. one-pot cookbook* |
| **Weak or strong?***I.e. Weak* |
| **Why?***I.e. sold at a low-cost and had a fun cover aimed at students, but was only available in stores, not available online and only available at high price points* |
| **Improvements?***I.e. sell online as an ebook at a lower price* |