

Service Positioning

Step 3: Positioning for Competitive Advantage

- **Product's Position** - the way the product is *defined by consumers* on important attributes - the place the product occupies in consumers' minds relative to competing products.

Marketers must:

- *Plan* positions to give their products the greatest advantage in selected target markets

Positioning Strategies

- Positioning by specific product attributes
- Positioning by benefits
- Positioning for user category
- Positioning for usage occasion
- Positioning against another competitors
- Positioning against another product class

Steps to Choosing and Implementing a Positioning Strategy

- Step 1. Identifying Possible Competitive Advantages: Competitive Differentiation.
- Step 2. Selecting the Right Competitive Advantage: Unique Selling Proposition (USP).
- Step 3. Communicating and Delivering the Chosen Position.

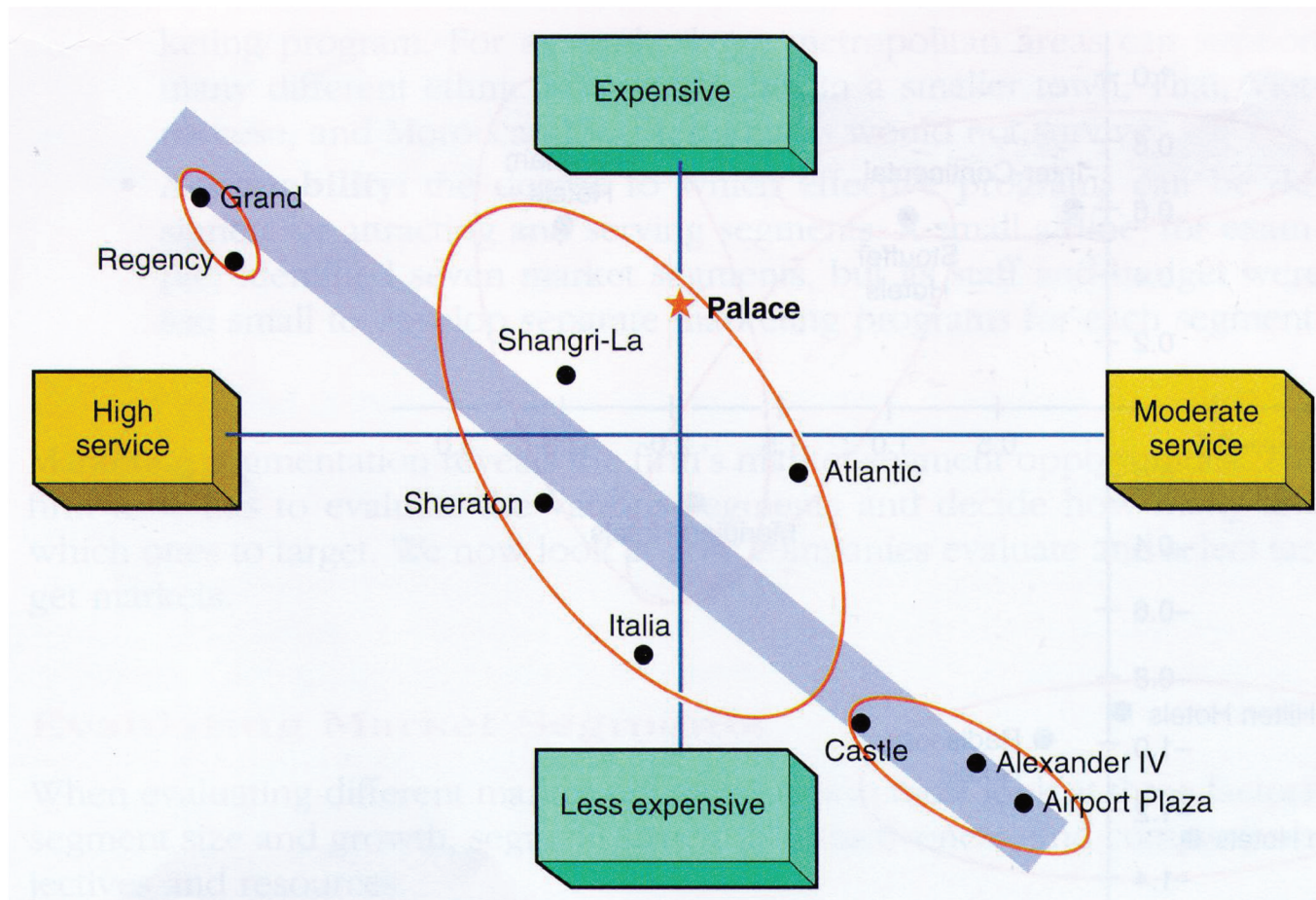
Product Differentiation

- Physical attributes
- Service differentiation
- Personnel differentiation
- Location
- Image differentiation

Which differences to promote?

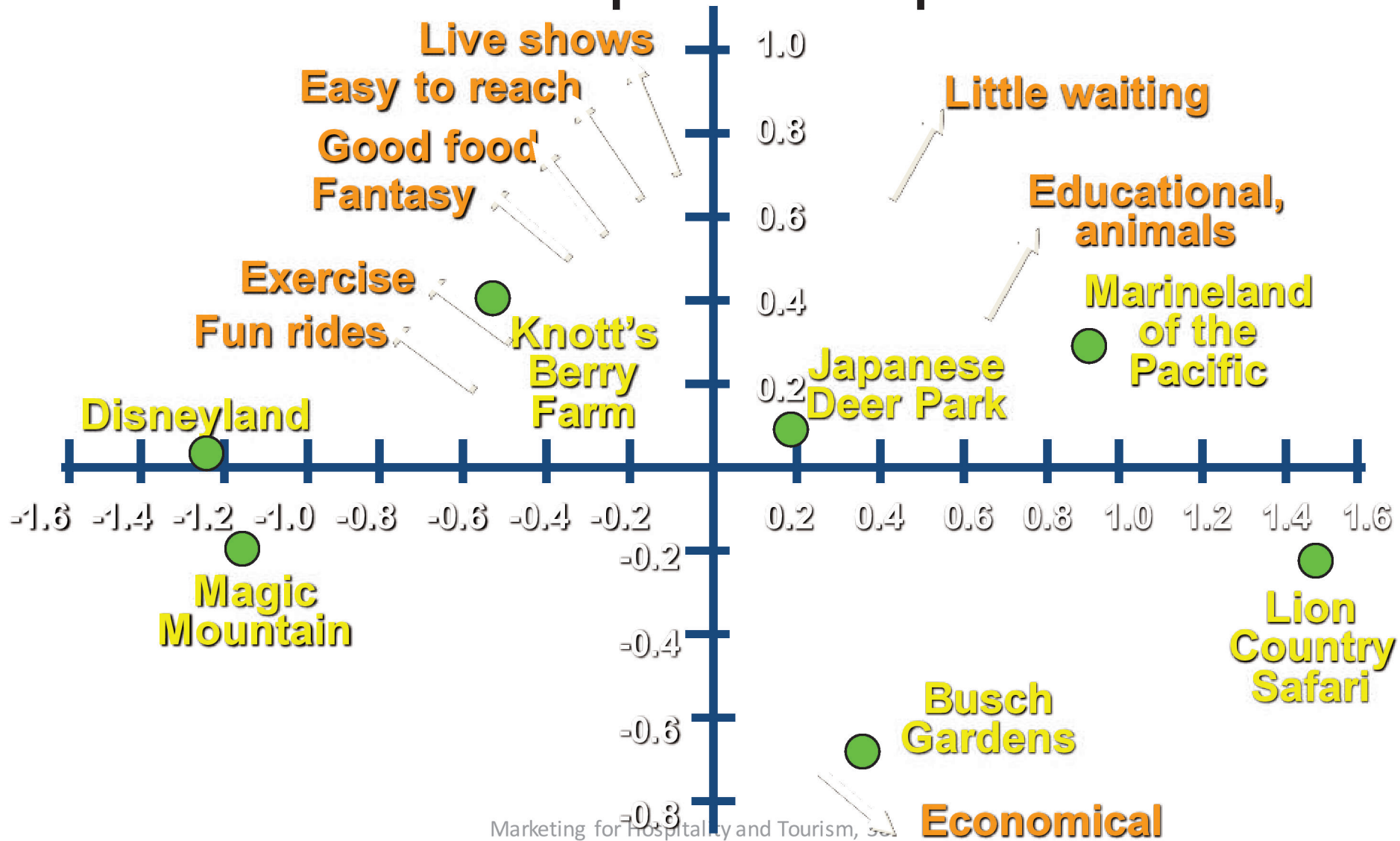
- Important to customers
- Distinctive
- Superior
- Communicable to customers
- Preemptive
- Affordable
- Profitable

Perceptual Map



**Positioning map
of service level
versus price.**
Source: Lovelock,
*Services
Marketing*,
Prentice Hall

Perceptual Map



Marketing for Hospitality and Tourism, 3e

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Upper Saddle