**Brand positioning map**

**TEMPLATE**

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# Brand positioning map

What to do:

1. Choose 2 factors that influence your target market’s buying decisions (e.g., price and sustainability).
2. On the matrix, mark where you think each of your competitors lie, then add where you think your brand, product, or service lies.
3. Consider your current position and if there are potential gaps in the market you could fill with a unique offering.

|  |  |
| --- | --- |
| **Low** (Attribute 1) | **High** (Attribute 1) |
|  | **Low**  (Attribute 2) |

**High**  
(Attribute 2)

**Your next step**: Document your findings and recommendations in the marketing section of your business plan.