**Assignment 15 Week 3 Task #2 Analyze Competitive Advantage**

**Business Plan Project Stage 1: Mission, Vision, and Culture**

Define the business you are starting, and analyze your competitive advantage. Refer to the sample handout for examples.

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| **Business Definition Question** | **Response** |
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| ***The Offer*:** What products and services will be sold by the business? |  |
| ***Target Market:*** Which consumer segment will the business focus on? |  |
| ***Production Capability*:** How will that offer be produced and delivered to those customers? |  |

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| **Competitive Advantage Question** | **Competitive Difference** |
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| ***The Offer*:** What will be better and different about the products and services that will be sold? |  |
| ***Target Market:*** Which segments of consumers should be the focus of the business to make it as successful as possible? |  |
| ***Production and Delivery Capability*:** What will be better or different about the way the offer is produced and delivered to those customers? |  |