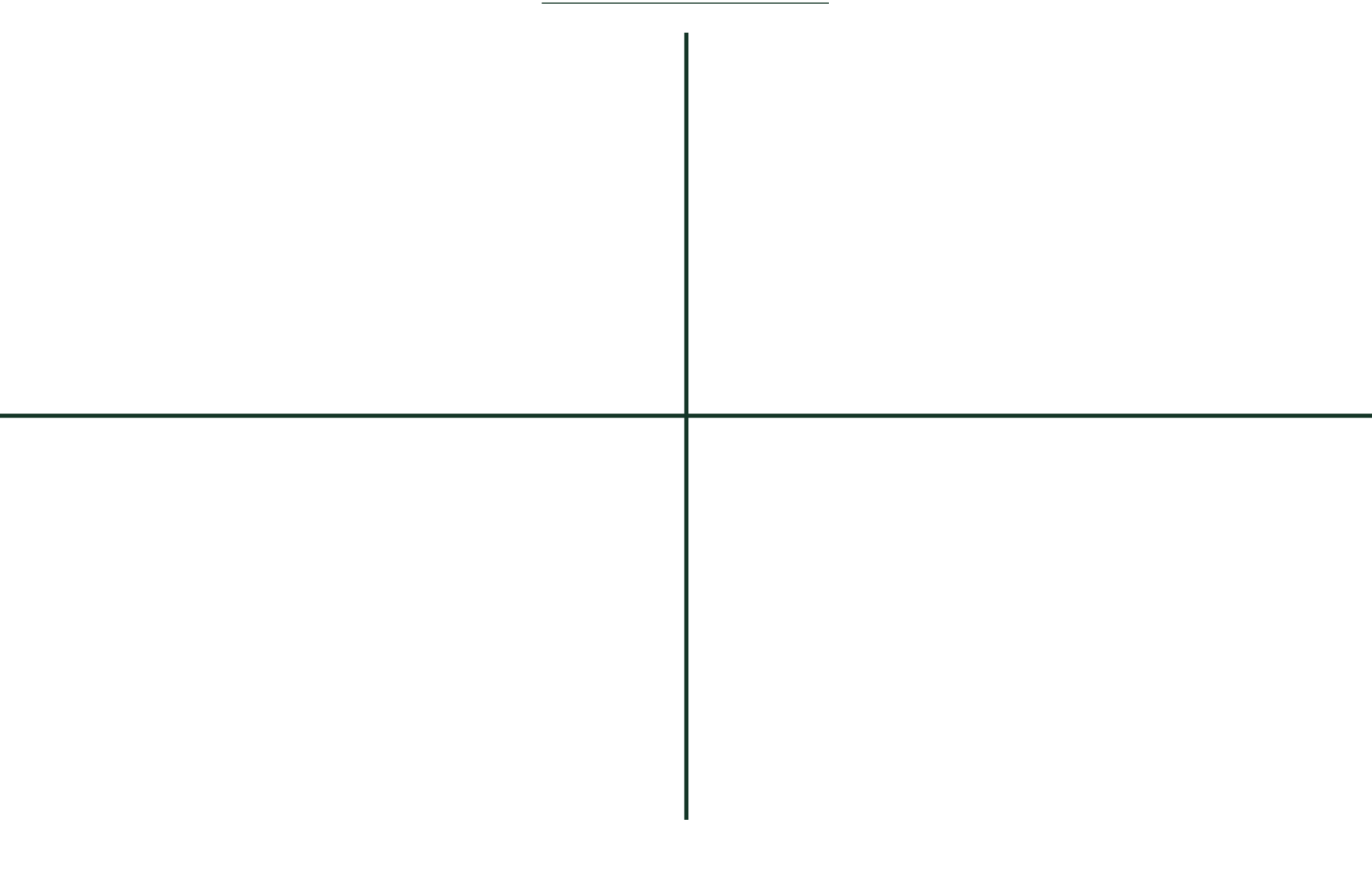


POSITIONING CROSS

A positioning takes place in differentiation to the competition. With the help of a positioning cross, concentration areas and empty spaces can be identified. The variables are defined with characteristics relevant for the corresponding market. Subsequently, the competitors are set in the positioning cross. Depending on the objective, the own position can be defined for the first time or adapted.

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- Examples:
- Product portfolio
 - Markets
 - Product Features