



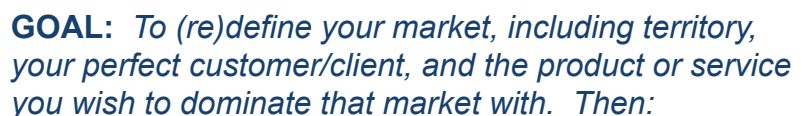
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The purpose and importance here is to focus on your main business and your primary market, then to see it in context to your competitors. This can be a very interesting exercise. For example: If you are a regional business, what percentage of that region are you working with? Who are your competitors? How easy is this for them to beat you?

Market Definition: You can clearly define and quantify your market by product/service, region, or other factors. Who is your target market?

Dominant Market Position: Your company is the dominant competitor in the market and can quantify its position in the market relative to all significant competitors.

Market Communication: You can clearly communicate why your company will either retain its dominant market share or communicate how it will attain a dominant market share.



- *Take a hard and honest look at your competition. What do they do better; what do you do better? How could you position your business in the market in a way that is hard for your competition to beat or emulate?*
- *Come up with an actionable and easily communicated plan for maintaining and growing your market share. How will this impact departments in your business, such as Sales or Marketing? What are the attainable goals and key performance indicators you'll use to measure success?*