

### 🎯 Company Mission Story

Summarize what is what you do, what is your product, service or the thing your company offers to create value? How what you offer differentiates you from others in what market?

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### 👁️ Company Vision Story

Description on 1. Why you are doing what you are doing. 2. What will change or how you know you have succeeded. 3. Strategy - how you will achieve this goal.

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### 📍 Positioning

Describe capabilities and ways to differentiate. Example: Customer Experience, Price, Quality, Quantity, Location, Convenience of the service or company's working model.

**What are your company's capabilities?**

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**What are your competitors' capabilities?**

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**How do you differ from your competitors as a product?**

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**How do you differ from your competitors in the market?**

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### 😊 Brand Personality

Add a mark in to the sliders for each line at the point that represent bests your company personality goals.

3	2	1	0	1	2	3
Simple				○		Complex
Feminine						Masculine
Bold						Restrained
Dynamic						Static
Industrial						Natural
Playful						Serious
Premium						Economy
Casual						Elegant
Exotic						Ordinary
Classic						Modern
Friendly						Authoritative
Subtle						Bright

### 👤 Customer Profiles

Representation of an ideal customer for your business or product. Typically there are more than one profile.

**Profile X**

**General descriptions:**  
*General relevant information such as demographics, psychographics.*

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**Needs and Pain Points:**  
*Describe what problems your ideal customer is trying to solve and the challenges they face helps tailor your product or service to meet their specific needs.*

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**Goals and Aspirations:**  
*Describe what are the customer's long-term and short-term goals? What are they looking to achieve or experience by using your product?*

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**Decision driver:**  
*Describe what are the things affecting on the decisions. These can be quality, price, client service.*

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### Matrix

Choose most important criterions how you should compare your company with most relevant competitors. Place your company and your competitors on the map.

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