

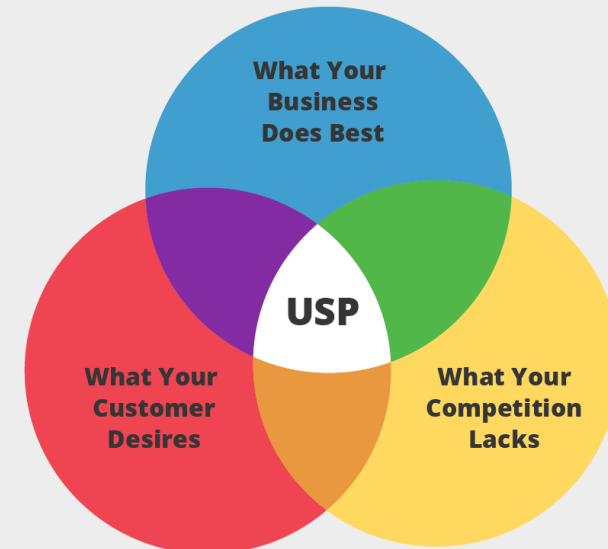
DM501-4-M Business Planning for Creative Entrepreneur

## **Unique Selling Proposition**

# Unique Selling Proposition

- A Unique Selling Proposition (USP) is a key concept in marketing that refers to the distinct advantage or benefit that makes a product or service stand out from its competitors.
- In a nutshell, a USP answers the question, "Why should a customer buy from you and not your competitors?" It's a specific feature or promise that makes a product unique and valuable to customers, and it can be based on factors like price, quality, a unique feature, or the customer experience.

## How to Create a Unique Selling Proposition



# Unique Selling Proposition

- For example, a USP could be:
- Lowest price (e.g., budget airlines offering the cheapest flights)
- Superior quality (e.g., luxury brands known for exceptional craftsmanship)
- Unique feature or innovation (e.g., a smartphone with a groundbreaking camera technology)
- Exceptional service (e.g., a hotel known for personalized guest experiences)
- Sustainability (e.g., eco-friendly products that contribute to environmental conservation)

# Unique Selling Proposition – Step By Step

- 1) Understand Your Target Market: Begin by deeply understanding who your customers are. This includes knowing their needs, preferences, pain points, and what they value in a product or service.
- 2) Analyze Your Competition: Study your competitors closely. What are they offering? What are their strengths and weaknesses? Understanding the competitive landscape helps you identify gaps in the market and areas where you can differentiate.
- 3) Evaluate Your Product/Service: Examine your product or service in detail. What features or benefits does it offer? How does it compare with similar offerings in the market? Look for anything that is unique or better about your offering.

# Unique Selling Proposition – Step By Step

- 4) Identify What Makes You Unique: From your analysis, pinpoint what sets you apart. This could be a feature of your product/service, pricing strategy, approach to customer service, brand story, ethical standards, or any other distinct aspect.
- 5) Listen to Your Customers: Customer feedback can be a goldmine for discovering your USP. Understand why they choose your product/service over others. What do they value most about your offering?
- 6) Articulate Your USP Clearly: Once you've identified your USP, articulate it in a simple, clear, and compelling way. It should be easy for your customers to understand and remember.

# Unique Selling Proposition – Step By Step

7) Integrate Your USP into Your Marketing: Your USP should be a cornerstone of your marketing and branding strategy. It should be reflected in your advertising, website, social media, and other customer touchpoints.

8) Continuously Review and Adapt: Markets and customer preferences can change. Regularly review your USP to ensure it remains relevant and compelling. Be prepared to adapt and evolve it as your business and the market landscape change.

# Example of USP

- Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30 minutes or less—or it's free." This USP effectively positioned Domino's as the go-to choice for quick pizza delivery, setting a clear expectation for speed and service.
- FedEx: "When it absolutely, positively has to be there overnight." FedEx's USP promised reliability and speed, particularly for critical shipments, distinguishing it in the delivery and logistics market.
- Apple: Apple's USP has evolved over time, but a consistent theme is the combination of innovative design and user-friendly technology. For example, the iPhone revolutionized smartphones with its unique interface and functionality.

## Example of USP

- De Beers: "A diamond is forever." This famous slogan helped position diamonds as the ultimate symbol of love and commitment, driving demand for diamond engagement rings.
- TOMS Shoes: "One for One." For every pair of shoes purchased, TOMS donates a pair to a child in need. This USP of social responsibility and giving back helped TOMS stand out in the crowded shoe market.
- Volvo: Known for its USP of safety, Volvo has long been associated with building the safest cars on the road, a claim that resonates with families and safety-conscious consumers.



# Example of USP

- Samsung (South Korea): Known for its innovation in technology and electronics, Samsung's USP revolves around cutting-edge technology, high-quality products, and a wide range of consumer electronics that cater to various needs.
- Grab (Southeast Asia): Originally a ride-hailing service, Grab's USP expanded to include a super app concept, offering a wide range of services including food delivery, payment solutions, and more, tailored to the Southeast Asian market.
- Tata Motors (India): Tata Motors gained recognition with its USP of offering affordable cars, most notably the Tata Nano, which was marketed as the world's cheapest car, making automobile ownership accessible to a broader segment of the population.

## Example of USP

- Uniqlo (Japan): Uniqlo's USP is providing high-quality, functional, and affordable casual wear. Their simple yet stylish designs, combined with innovative fabrics like Heattech, have made them a popular choice globally.
- Lazada (Southeast Asia): As an e-commerce platform, Lazada's USP lies in its vast selection of products, user-friendly interface, and strong logistics network, catering specifically to the Southeast Asian market's needs and preferences.

## Example of USP

- AirAsia (Malaysia): AirAsia revolutionized air travel in Southeast Asia with its USP of affordable, low-cost travel, making it possible for more people to fly.
- Huawei (China): Huawei's USP has been its ability to offer high-quality telecommunication equipment and consumer electronics, including smartphones, at competitive prices, with a strong focus on research and development.

# Q & A

