

**Example** of a completed value proposition canvas – this example is based on a New Zealand manufacturing company selling locally made steel trailers for cars.

# Example: Value Proposition canvas

## Ko wai koe? Who are you?

The best brands are clearly differentiated from their competitors. This section is about understanding who you are and what makes you unique. Landing this will help you to position your brand in an authentic and defensible way.

### Unique

*What's unique about your business and your brand? What's special? What is different? And is it truly defensible? (You'll dig deeper into this in the next section.)*

- Range of different sized trailers and materials to suit a customer's needs – everything is customisable
- Our service – same day-shipping 95% of the time for any purchase prior to 3pm
- Personal shopping experience and after-sales support – dedicated sales person to help choose and recommend what's right for you and to answer your questions

### Advantageous

*What's really important about you and your brand, but not unique?*

- New Zealand manufactured and full team in NZ
- Heavily focused on sustainable practices

### Necessary

*What do you have to do to be in the sector you're in? What are the absolute must-do's?*

- A high quality product
- A good range of options
- Friendly, well-informed and helpful staff
- Reliable supply and availability of products

### Issues

*What are your weak areas? Strong brands will turn challenges into strengths e.g. 'We're small, we haven't got any production capacity' becomes 'We're boutique, or craft'. On the flipside, weak brands only focus on what's important to them (advantageous and necessary), ignoring their weaknesses.*

- Perception that our products are expensive – flipside is that we make quality, durable products, made to last
- We've had limited product development in the last few years – flipside is that we have perfected our product offering and have created the same quality product for 20+ years

## Tō wāriu motuhake. Your unique value.

This section will help you to form your unique Value Proposition. As soon as this is defined, it's a stake in the ground that you can continue to develop. Use simple language here. You don't need copywriting at this stage, just meaning and words that can be built on.

### What can you rightfully claim to be?

*This is your unique selling point – refer back to what you believe is unique about you from the previous section – what can you rightfully do? What is truly defensible? This part takes time to craft (and it may take several iterations to land it), but once you have, the rest will flow more easily.*

- We create the highest quality, most durable trailers in New Zealand
- We have the widest range of trailer options and our ability to customise means customers get unique products & exactly what they want

### This is because...

*These are the ways you prove what your claim is (The 'Reasons to believe') – you can speak about functionality here e.g. the ingredients you use in your product. However, note that this on its own is not your unique selling point. Functionality isn't unique.*

- Research done on competing products available in NZ – we only use high quality materials and our manufacturing process ensures long-lasting products
- Durable and sustainable due to the recycled steel we use

### ...And gives people the benefit of

*What benefit does your end-user get from your product/service? What's in it for them?*

- A unique product, tailored to your specific needs that can stand the test of time while looking stylish and doing the job it should do
- Continued after-sales care to give you peace of mind that we'll be there for you when you need us

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## Example: Building your unique value proposition

You have now worked through who you are and identified what you have that's unique. From here, you want to land your key message based on the statements you made on the previous page. This will become your unique value proposition. Feed into the key message by thinking about what success looks like, why you're useful, what's in it for the customer, and what evidence you have to prove the claim you're making.

All of this will take time to get right, you won't get it perfect the first time. Print it off and put it on the wall for your team to debate and discuss. Have a go at it, sweat it and continue to iterate until what you've got sticks. It's OK to take time on this, it's a really important part to get right.



# Value Proposition canvas

## Ko wai koe? Who are you?

### Unique

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# Building your unique value proposition

