

Good to best comparison	
Things we can only be good at	Things we can do better than any other organisation
<i>Small volume</i>	<i>Speed</i>
<i>Custom changes</i>	<i>Bulk orders of the same item</i>
<i>Cardboard and soft plastic</i>	<i>Personal service for large accounts</i>
<i>Custom software</i>	<i>Purpose built projects</i>

Ideal customer characteristics	
Real customer name	Characteristic (e.g. pays on time, gives us all their business etc)
1. <i>Meryl Streep</i>	<i>Pays on time</i>
2. <i>Christian Bale</i>	<i>Only works with us</i>
3. <i>Tom Hanks</i>	<i>Decision maker</i>
4. <i>Sandra Bullock</i>	<i>Takes our advice</i>
5.	

Ideal customer needs	
Our ideal customer <i>A decision maker at an industrial facility who takes our advice, pays on time and prefers to only with us.</i>	
Need 1	<i>On time delivery</i>
Need 2	<i>Low prices</i>
Need 3	<i>Quality to meet international standards</i>
Need 4	
Need 5	

Brand Promises	
Brand Promise 1	<i>On time</i>
Brand Promise 2	<i>Best prices</i>
Brand Promise 3	<i>Standards compliant</i>

Stop list to focus on the Brand Promises	
Things to stop doing in order to focus on what you can do better than any other organisation	
1	<i>Stop taking on products with less than 1,000 units volume</i>
2	<i>Stop offering options for colours</i>
3	<i>Stop selling computer hardware</i>
4	<i>Stop chasing clients with less than 500 staff</i>
5	