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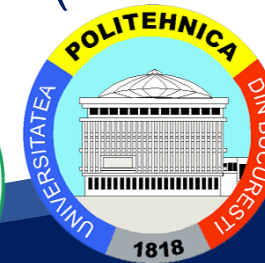
Course 15. Enterprise Management in Digital Economy

Module 2: Sustainable and digital: new patterns for strategies and business models

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Curriculum Development
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M2: Defining unique value proposition

In a nutshell, a value proposition is a clear statement that offers three things:

- 1.Relevancy.** Explanation how the product solves customers' problems or improves their situation.
- 2.Quantified value.** Delivery of specific benefits.
- 3.Differentiation.** Justification for the customers why they should buy from the company and not from the competition.

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M2: Defining unique value proposition

Elements of value proposition

The value proposition is usually a block of text (a headline, sub-headline, and one paragraph of text) with a visual (photo, hero image, graphics), and usually includes:

- **Headline.** What is the end-benefit the company is offering in one short sentence? It can mention the product and/or customer. Should be phrased as attention grabber.
- **Sub-headline or a 2–3 sentence paragraph.** A specific explanation of what the company do/offer, for whom, and why it's useful.
- **3 bullet points.** List of the key benefits or features.
- **Visual.** Images communicate much faster than words. Could be a product image, the hero shot, or an image reinforcing main message.

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M2: Defining unique value proposition

Evaluation of value proposition

- What product or service is the company selling?
- What is the end-benefit of using it?
- Who is the target customer for this product or service?
- What makes company offering unique and different?

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M2: Cooperation and competition

Connections between the companies in the sector

