

## Positioning Grid and Analysis

Toochikwu Udeinya

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Objective of this assignment is to observe and/or interview an appropriate number of individuals from your Ideal Client group to help you see things from their perspective and to help understand their frustrations.

**My subject size was 20, and the demographic of my ideal group are listed below.**

- Educated: some higher education or obtained their Bachelors Degree
- Military: served more than 6 years
- Age ranged from 30-42

**The question that I asked are listed below.**

1. What type of liquor do you drink
2. How often do you drink liquor
3. What is your biggest frustration with your favorite brand of liquor
4. What do you like most about your favorite brand of liquor

### **Results:**

*Participant A:*

1. Ciroc. 2. Once a week. 3. Price. 4. Taste

*Participant B:*

1. Peach Ciroc 2. Social drinker 3. My biggest gripe is that it typically leaves a bad headache. 4. like the flavor- it's goes well with the fruity drinks that I like. It is not too hard but it gives me a nice buzz.

*Participant C:*

1. 1. Vodka on occasion. Rum, whiskeys 2. Every 2 months. Not a big drinker. 3. The aftertaste. 4. The flavor when mixed usually

*Participant D*

1. Grand Marnier, Jack Honey, or 20 Grand. 2. Twice a week. 3. Frustration would be price higher than I want it to be. 4. What I like the most is the taste and no hang over.

*Participant E*

1. whiskey (Jack Daniels) 2. One to two times a month 3. Nothing really but if I had to chose, price. 4. variety- I like that it comes in honey flavor and that it mixes we'll with almost anything

*Participant F*

1. Vodka, tequila. 2. 2-3 times a week 3. Vodka, nothing. Tequila-price 4. Smoothness, taste, quality I

*Participant G*

1. Grey Goose Vodka. 2. Every blue moon. 3. Cost. 4. No hangover

*Participant H*

1. I drink hard liquor Vodka preferably. 2. I drink a 3-4 times a month. 3. Biggest frustration is the price for Ciroc. 4. What I like most is the different variety of flavors.

*Participant I*

1. What type of liquor do you drink? Vodka. 2. How often do you drink liquor? Once a week. 3. What is your biggest frustration with your favorite brand of liquor? My favorite brand is Ciroc and I feel there should be more flavor than the five that are currently out. 4. What do you like most about your favorite brand of liquor? It goes down smooth.

*Participant J*

1. Wine 2. 2-3x/mth 3. It can be hard to find a store that carries it. 4. The taste.

*Participant K*

1. Grand mariner. 2. 2x a month. 3. None. 4. Very refined look and tastes good even when drinking it straight

*Participant L*

1. I drink brown liquor, Hennessy, and grand mariner. 2. I am a social drinker so only when I'm out. 3. The liquor is not always available at clubs/bars. 4. The favorite part of brown liquor is the after effect it doesn't get me drunk or gets my stomach upset

*Participant M*

1. Does not drink alcohol.

*Participant N*

1. Does not drink spirits, only beer.

*Participant O*

1. Vodka, 2. Weekends, 3. It's not smooth enough, 4. I like the branding

*Participant P*

1. 1. whiskey (Jack Daniels) 2. One to two times a month 3. Nothing really but if I had to choose, price. 4. variety- I like that it comes in honey flavor and that it mixes well with almost anything.

*Participant Q*

1. Jake
2. Weekly
3. It's not considered a rail drink at the bar
4. Makes a chick go from a solid 5 to a 7 in a hurry

*Participant R*

1. Ciroc and Tequila.
2. too damn much.
3. pretty pricey.
4. the way it makes me feel.

*Participant S*

1. Coconut Rum
2. Like once a month tops
3. No frustrations
4. Taste good with ginger ale.

*Participant T*

1. Whiskey, vodka,
2. 1 or 2 times month
3. Price
4. Don't have a favorite

**• What new insight or appreciation did you gain from this?**

The major factors that drive the most dissatisfaction is the price of the liquor however, the sense that I received was that it was not that big of an issue. The two things that I took out of what my sample liked the most out of their favorite drinks was the taste and the different flavors.

**• Do your prospects value what you offer enough to pay a premium for it?**

It seems that people would pay premium for taste and flavors.



- Think about what you really sell...what are customers really buying? Are they buying drills or are they buying holes? Now compose a Positioning Statement... can anyone else claim the same thing?

Positioning Statement:

ParadigmStar produces its product for the social drinkers that enjoys a fine, smooth taste of the best spirits that lifts the spirit to new heights with every sip. ParadigmStar produces three distinguished but equally eloquent flavors of spirits, our unique infusion of fruits, x ingredient, and x ingredient brings back the taste in your drink.

Some companies can claim that they offer one or two smooth rich flavors, which I am aiming for that taste and texture. However, no one has used the combination that I will try to infuse together.

- List all of the Points of Contact where your business interacts with, or is visible to, a potential customer.

- Advertisements on vehicles
- Business cards
- Advertisements: TV, Radio, Internet, magazines, billboards (outside marketing).
- Attire
- Facebook page
- Website
- Twitter
- Instagram
- Pictures at liquor stores
- Pictures at bars, clubs, and restaurants

- Next list all of the materials and messages you will need to communicate your competitive advantage to your Ideal Prospects

- Company logo
- Company name
- Company catch phrase
- Company mission statement for business cliental
- Images of bottles from the various flavors
- Pictures, pictures, and more pictures.