

- Competition-based pricing:

	Competitor A	Competitor B	Your RRR business
Need			
Price			
Actual product			
Price			
Add-on services			
Price			

3. Through which channels do you interact with your customers?

- Awareness: Where do you raise awareness about your product or service?

- Sale: Where do customers purchase your product or service?

- Delivery: Where do you deliver the product or service to your customers?

- After sales: Where do you provide after-sales support to your customers?

- Evaluation: Where can customers evaluate your business?

4. What type of relationships do your customer segments expect you to establish and maintain with them?
