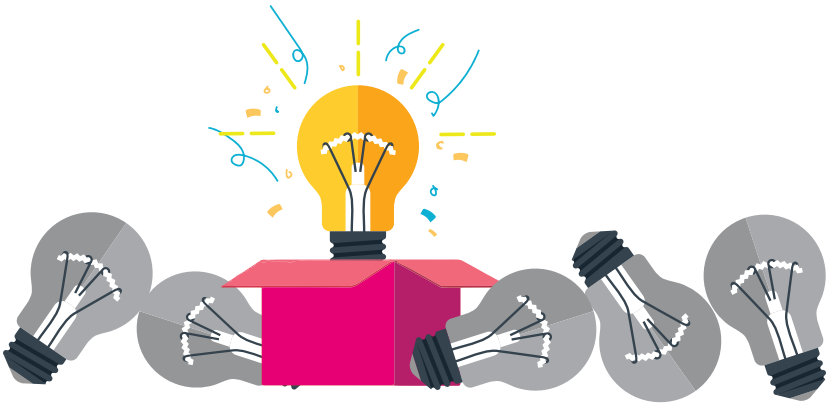
MY COMPANY'S DIFFERENTIATORS



Tick all that apply:

- ☐ Established brand
- ☐ New Brand
- ☐ Mass Market
- ☐ Niche Market
- ☐ Low Priced
- ☐ High Priced
- ☐ Service Brand
- ☐ No Service Brand
- ☐ Innovative
- ☐ Disruptive

My Company's Differentiators

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