

*Designing, Prototyping, Testing*

- Intangible.
- First thing of what it should like.
- Test if the product is fit in the market and to other people.
- Sample of product.
- Create your product.

*Implementing, Organizing, Financing*

- Operation of your business.

**Crafting Positioning Statement**

<b>High Price &amp; Low Quality</b>	<b>High Price &amp; High Quality</b>
<b>Low Price &amp; Low Quality</b>	<b>Low Price &amp; High Quality</b>

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