

Activity 2 *

Set your business apart

What makes your business special?

A unique selling proposition (USP) is what makes a business stand out from competitors. For example, think of how many different juices are at the grocery store. These companies all sell the same product (juice), but they stand out in different ways. Some juices are organic, some have bright and fun packaging, and some contain low sugar. USPs can include eco-friendly ingredients, cool packaging, and healthy ingredients.

You can make your business stand out by researching your competitors. Learn more by searching online, or by talking to friends and family about them.

Example

A dog walking business' competitors are:

- Other dog walkers
- Local doggy daycares
- A dog walking app

Goal:

Find out what makes your business unique by learning about your competition

Time it will take:

1–1.5 hours

You'll need:

- A pen or pencil

Once you've found two competitors, answer the questions below.

Competitor 1 (list their business name):

What do they do well?:

What don't they do well?:

What can I do that is better or different?:

Competitor 2 (list their business name):

What do they do well?:

What don't they do well?:

What can I do that is better or different?:
