Marketing Strategy by Walker and Mullins (2011).

1. Identify the primary target market for a consulting firm to be marketed using demographic, geographic, and/or behavioral descriptors. Identify the key benefits the product delivers to the market and the features that deliver these benefits. Prepare a market-attractiveness/competitive-position matrix for the segment.
2. Write a position statement and a value proposition for the consulting firm to be marketed. Construct one or more perceptual maps or a value curve to clarify its positioning versus competitors.