



STRATEGIC POSITIONING

Strategic positioning is the distinct way a business places itself in the market to deliver unique value and beat competitors.

Core Concepts

2

- **Unique Value:** Offering distinct benefits or lower costs than rivals.
- **Trade-offs:** Choosing what not to do to avoid being stuck in the middle.
- **Activity System:** Aligning hundreds of daily operational choices to support the position.

Core Elements

3

- **Target market:** A specific group of customers you choose to serve while deliberately ignoring others.
- **Value proposition:** A clear reason why customers should choose you instead of your competitors.
- **Differentiation:** Unique skills or assets that rivals cannot easily copy.
- **System of activities:** Daily operational choices that all support the same market position.
- **Resource allocation:** Money, time, and staff focused entirely on your chosen strategy

Main Types of Strategies

4

- **Cost Leadership:** Becoming the lowest-cost producer while keeping acceptable quality.
- **Differentiation:** Offering unique features or high quality that justify higher prices.
- **Focus / Niche:** Serving a specific customer segment better than broad-market rivals.

Why It Matters

5

- **Avoids the middle:** Trying to be everything to everyone leaves a company "stuck in the middle" with no real advantage.
- **Drives decisions:** A clear position guides choices in pricing, marketing, and product development.
- **Creates trade-offs:** Strategy requires deciding what not to do, making your advantage sustainable against imitators.

Common Pitfalls

6

- **No Trade-offs:** Trying to be everything to everyone, which dilutes the brand.
- **Operational Drift:** Confusing daily efficiency with a true strategic edge.
- **Misalignment:** Letting different departments send mixed signals to customers.

Further Exploration

7

- Explore foundational concepts from the [Harvard Business School](#).
- Review a detailed breakdown on [Mooncamp](#).
- Read market placement insights from [Simon-Kucher](#).

전략적 포지셔닝

8

- 전략적 포지셔닝(Strategic Positioning)이란 기업이나 브랜드가 시장에서 경쟁 우위를 차지하기 위해, 경쟁사와 차별화된 독특한 위치를 확보하고 유지하는 경영·마케팅 전략.

- **경쟁 우위 확보**: 시장에서 남들과 똑같이 하기보다, 우리만의 고유한 가치를 통해 고객에게 선택 받는 방법.
- **소비자 인식**: 고객의 마음속에 자사 제품이나 브랜드가 어떤 이미지로 각인될지 결정하는 과정.
- **마이클 포터의 정의**: 경영학자 마이클 포터는 단순히 남보다 더 잘하는 것이 아니라, 경쟁사와 다른 독특한 가치를 제공하여 자리를 잡는 것이라고 설명.

주요 구성 요소

10

- **다양성 기반 포지셔닝**: 특정 제품이나 서비스 라인업을 차별화.
- **고객 니즈 기반 포지셔닝**: 특정 고객 그룹의 특별한 요구를 집중 공략.
- **접근성 기반 포지셔닝**: 지리적 위치나 유통 경로 등 고객에게 다가가는 방식 차별화.