

# Competitive Advantage Proposal Template

Prepared by:

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Date:

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## 1. Executive Summary

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## 2. Business Overview

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## 3. Industry & Market Analysis

- Target Market
- Key Competitors
- Market Trends

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## 4. Unique Value Proposition

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## 5. Key Differentiators

- Product/Service Features
- Pricing
- Customer Experience
- Technology/Innovation
- Brand

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## 6. Implementation Plan

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## 7. Measurement & Evaluation

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## 8. Conclusion & Next Steps

