



Small Business Tips : Small Business Market Position.

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As an owner, part of your responsibility is to figure out how you want your company positioned. Now this is a marketing term. A positioning really refers to ultimately how the general public will think of your business. So it's your attempt to mould public opinion. Let me give you a couple of examples. You can position your company or your product or your service as very high end, very exclusive, very expensive; or you can position yourself or your business or your products or services as very low end and very inexpensive. Or you can position them as middle of the road but very good value or very convenient or very hard to obtain. You see these are all kind of emotional characteristics that the general public will put on your business after a while. The very important thing for an owner to do is to say : "hey, I want the business and I want my product and service to be thought as "this"". And then to sway public opinion so that the public ends up thinking of you as ""that". What I suggest you do is go in to your neighborhood or go in to the city you live in and find a very expensive grocery store. In central Texas we've got a grocery store called Central Market, very upper hand, very expensive. Also find a grocery store that's very low end, very inexpensive; and then find a third one that's in the middle. Now the point is, they're all grocery stores, they all sell food, they all sell meat, they all sell milk; but the way they sell them is very different. And this is the kind of decision that you have to make as an owner. How do you want your business perceived or positioned by the public?

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