**Product Advantages**

**Business Plan Final Project**

Starting a new business in the beginning is most difficult because you have to try your hardest to persuade customers to try out your products versus their regular places of business. The purpose of this element is to build up the advantages of your products and/or services to gain the most amount of customers as possible.

**Physical Characteristics:**

* One page maximum and only 1 paragraph – (paragraphs should have at least 5 sentences each)
* 1-inch margins – typed
* Times New Roman or Calibri font style
* 12-point font size
* Include title at top of page and page number.

**Elements to include:**

* A list of your top products which you believe can draw in a customer base
* A persuasive rationale for why your products or/services have an advantage over competitors
* A plan for how you will market your top products to attract customers

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| PRODUCT ADVANTAGES  Top products and services:   * Prompt Antivirus Diagnosis and Removal Software © * Custom-built computers * One-on-one software training   Prompt Computer Sales & Repair offers only products that I have used myself that I fully believe in and will stand behind. Our Prompt Antivirus Diagnosis and Removal Software © is a unique product that I created and patented. Customers will receive a subscription so that their system is constantly updated with the latest virus information. But, what makes this product unique is that if a virus at any time fails to be removed properly, I will make a house call, free-of-charge, and remove and restore the system myself until the virus is removed completely. Customers can’t find a product like that anywhere that is 100% guaranteed by the manufacturer. For our custom build computers, I will provide a free one-on-one consultation so that I can learn the specific needs of the customer and what purpose their computer needs to serve. Most other businesses will not meet with a customer face-to-face to learn specifically what their needs are. My one-on-one software training is unique to my business because I will train customers on my business’s site or I will travel to the customer and provide training at their own residence. I will provide written instructions as well as live and in-person demonstrations. I fully believe that the quality, my 100% guarantee, and customer support will make Prompt Computer Sales & Repair stand out above all my competitors. |