

# COMPANIES BRANDS

Everyone is competing for the same £10 note.

YOU

**DIRECT  
COMPETITORS**

**INDIRECT  
COMPETITORS**

# CHANNELS

How does that channel interact with my customer?

+ **DESTINATION STORES**  
+ **IMPULSE STORES**  
+ **CONVERSION STORES**

**DIY | ELECTRONICS  
MASS MERCH | GROCERY  
| GARDEN CENTRES**

**RETAILERS | D-2-C |  
WHOLESALERS**

# CUSTOMERS / CONSUMERS

A CUSTOMER **BUYS**  
A CONSUMER **USES**

Potentially the same but not always so its important to differentiate.

**START WITH THE  
CUSTOMER AND  
THE OTHERS SHOULD  
SELF POPULATE**

**WHO ARE THEY?**

**HOW DO THEY SHOP?**