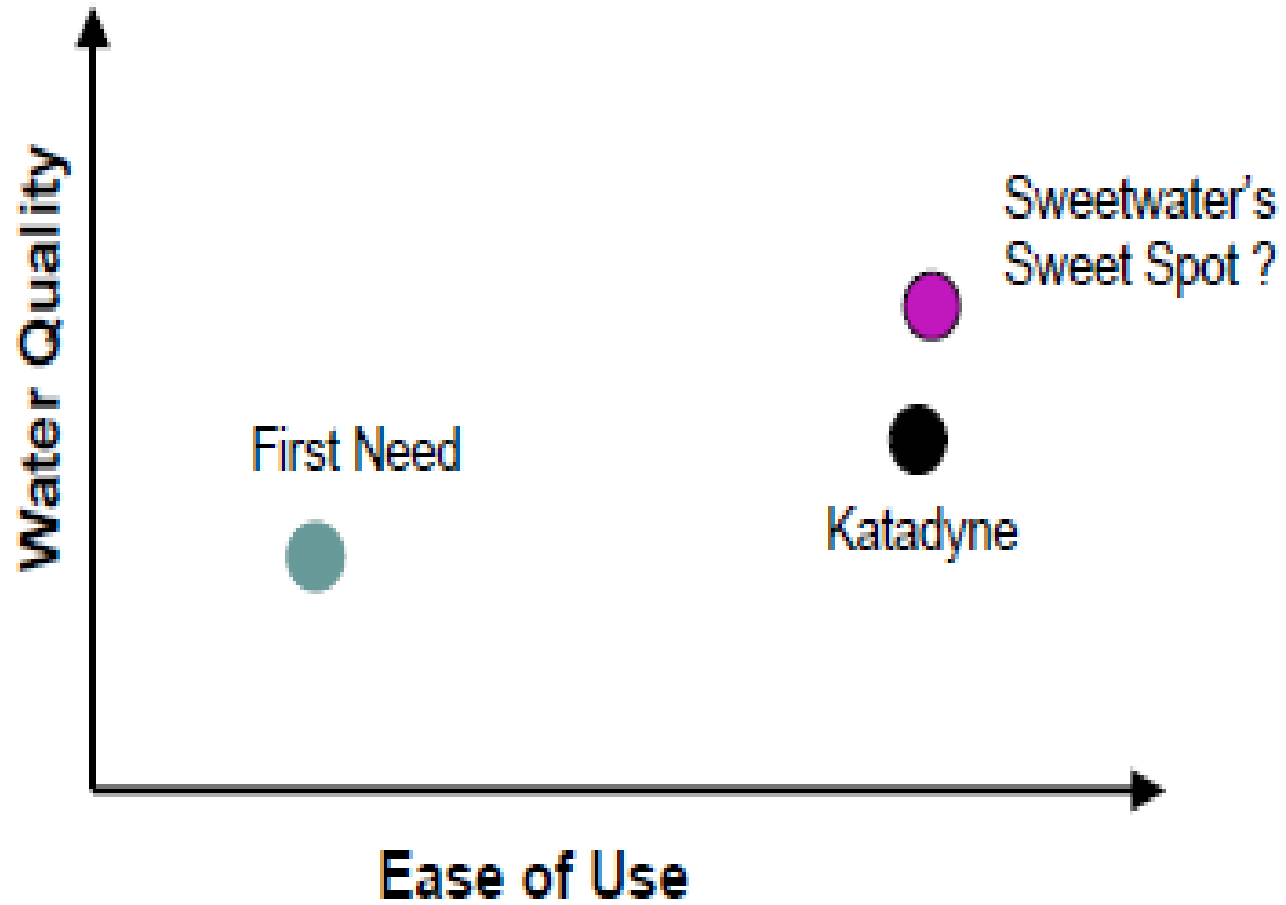




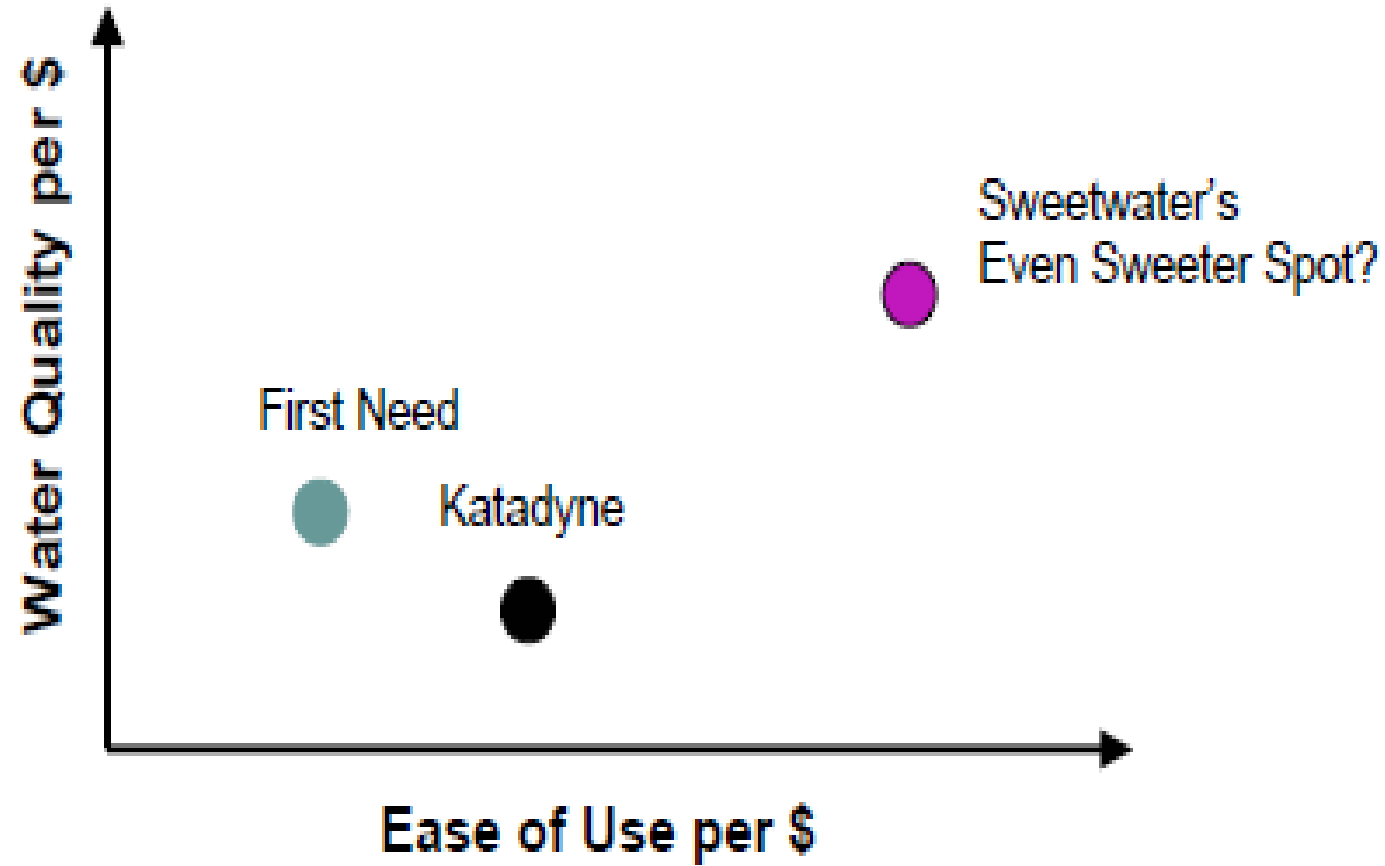
Product Development (AU3087)

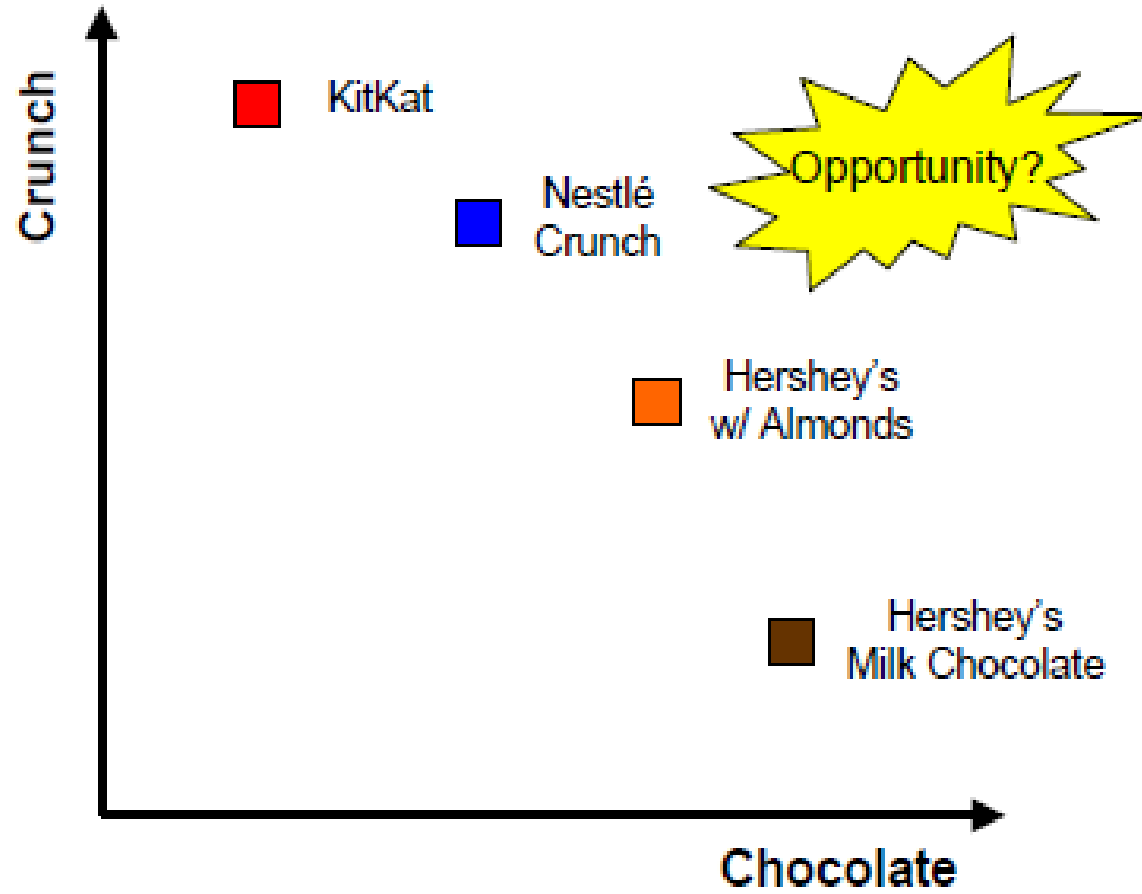
Perceptual mapping is a diagrammatic technique used by asset marketers that attempts to visually display the perceptions of customers or potential customers. Typically the position of a company's product, product line, or brand is displayed relative to their competition.

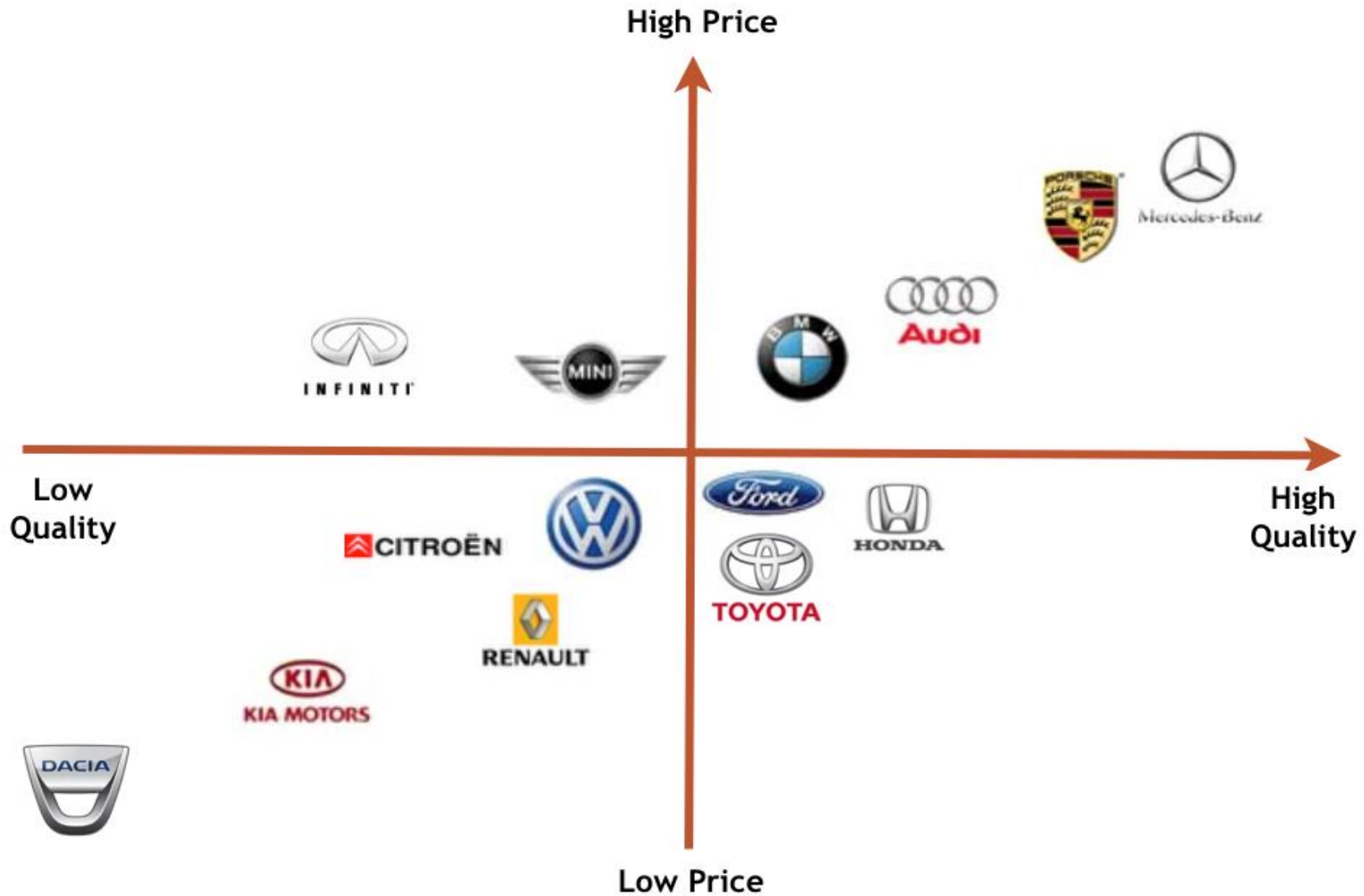


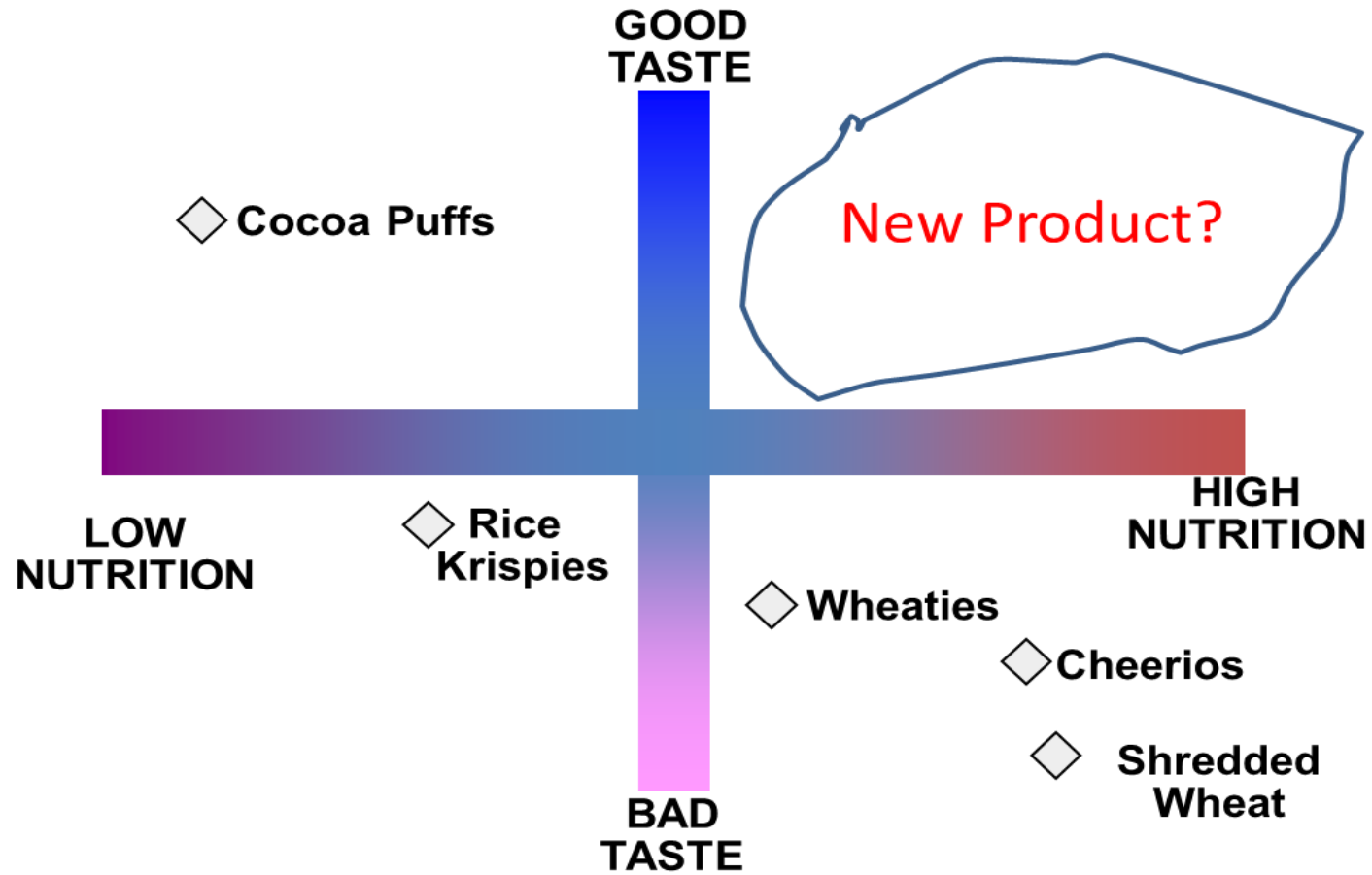


Normalized Perceptual Map











Perceptual Map Creation

Choose a product category of your choice (preferably in line with the same product which was identified as an opportunity in previous exercise) and create a perceptual map for the same. Identify sweet spot (market opportunity) in that map.