

## EXERCISE ONE

**Product Differentiation  
Table 1**

	<b>Your Feature</b>	<b>Competitor</b>	<b>Competitor</b>	<b>Competitor</b>
1.				
2.				
3.				
4.				

**Identified Exclusive Product Feature  
Table 2**

	<b>Your Feature</b>	<b>Benefit</b>	<b>Result</b>	<b>Financial Return</b>
1.				
2.				
3.				
4.				

**Competitor Exclusive Product Feature  
Table 3**

	<b>Competitor Exclusive Feature</b>	<b>Benefit</b>	<b>Result</b>	<b>Your Counterresponse</b>
1.				
2.				
3.				
4.				