

# GO-TO-MARKET STRATEGIES

## READY FOR MARKET

You should have a winning product that people want to buy - is it meaningful and relevant?

### Questions to Think About

- What is your business objective – are all items necessary?
- What is your marketing organisation and infrastructure?
- How to manage your budget with the finite resources?
- How does your brand stand out? Is it visible, meaningful and relevant?

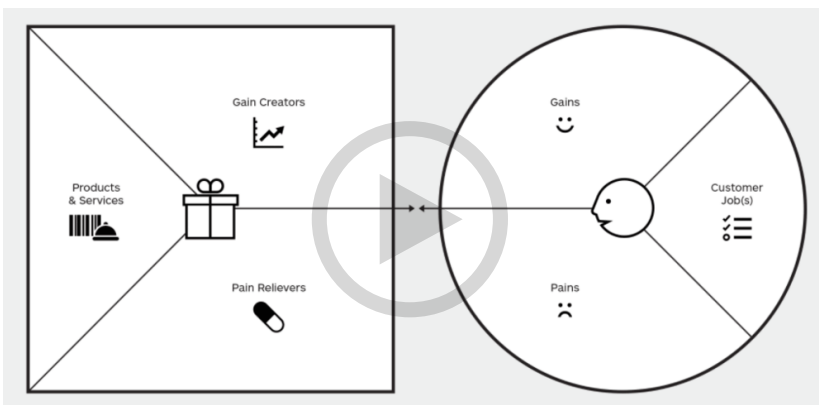


- What problems do you solve?
- What value do you give to your target market?
- How valuable is your brand?
- Where do you play?
- Who do you sell to?

## DEFINING YOUR VALUE PROPOSITION



## VALUE PROPOSITION CANVAS



BY STRATEGYZER (<https://youtu.be/ReM1uqmVfPO>)

## VIDEOS TO WATCH



- VICE: [How to become TripAdvisor's #1 Fake restaurant](#)
- VICE: [How to Crash Paris Fashion Week](#)

## SUPPLEMENTARY READING



- [How To Create A Customer Journey Map](#) by UX Mastery
- [Customer Journey Map](#) by Board of Innovation
- [Customer Journey Map Workshop](#) by PlaybookUX
- [The Customer Journey with Goutam Challagalla](#) by IMD

*This document is done in collaboration with Christina Lim, Chrisspeak Pte Ltd*