

Worksheet #4 – Features, Advantages, and Benefits**Choice/Rejection Question...**

In order for your product to be successful, you have to ask this important question:

"Why would a consumer reject what they are currently buying, change their buying practices, and choose what I have to offer?"

Record your response to this question.

From your response, clearly define the features, advantages, and benefits of your business.

Features (or what the customer will receive):

Advantages (or what the customer perceives to be important):

Benefits (or the customer's need or want that is satisfied by purchasing the product):

When completed, add to the Business Description Section of your business plan.