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Activities

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| **Name of Topic:**  ***Value proposition Customer understanding and Customer segments*** | | | | |
| **Event: Webinar Enter4All** | | | **Trainer: Stratigon** | |
| **Session nº: 10** | | **Duration: 2h** | | **Date:  29.03.2023** |
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| **Activities:** | * Presentation:   Folder: [Activity No.4\_Delivery of 24 tailor webinars (12monthsX2)](https://stratigon.sharepoint.com/:f:/s/STRATIGONFINANCE-TeamEnter4All/Eqi2SOH1nepLtFNYZupHIh0BEI913EgdDO3wcOgOjdIjGw?e=vVKXQr)   * Brainstorming * Videos:  1. <https://www.youtube.com/watch?v=ReM1uqmVfP0&ab_channel=Strategyzer>  * Further Examples of Understanding  1. To παράδειγμα της Apple:   Value Proposition: “The best experiences. Only on Apple.”  Tagline: “Think Different.”   1. Το παράδειγμα της Headspace - <https://www.headspace.com/>  * Case Study: **“Shore Coffee Shop - A SHORE WAY TO A SURE THING ”** - <https://shorecoffee.weebly.com/value-proposition.html> * Discussion:  1. Δραστηριότητα 1: **Μπείτε στα παπούτσια των δικών σας πελατών.**  * Επιλέξτε ένα τμήμα πελατών του οποίου θέλετε να φτιάξετε το προφίλ. * Προσδιορίστε τις εργασίες των πελατών. Ρωτήστε ποιες είναι οι εργασίες τις οποίες οι πελάτες σας προσπαθούν να ολοκληρώσουν. Χαρτογραφήστε όλες τις εργασίες τους γράφοντας την καθεμία σε ένα αυτοκόλλητο. * Προσδιορίστε τα προβλήματα των πελατών. Τι προβλήματα έχουν οι πελάτες σας; Καταγράψτε και όσα μπορείτε εσείς να εντοπίσετε, συμπεριλαμβανομένων των εμποδίων και των κινδύνων | | | |

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**Business Development Training and Support for Non - Native Small Business Owners**