

3P Customer Strategy



How to use this framework

This framework is designed to facilitate customer-focused thinking when innovating and assessing new business ideas, products and services.

Please refer to donalsuter.com/3p-customer-strategy for details on usage.

The following pages can be printed out for workshops and individual thinking sessions.

Problem

Person

Purpose

Proposition

People

Products

Props

Place

Partners

Positioning

Price

Profit

Promotion