



Monica & Co.
Business Advisory

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U **V** **P**

Unique **Value** **Proposition**

for New Business

A simple guide for first-time founders
and busy entrepreneurs

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What is a Unique Value Proposition (UVP)?

unique value proposition is a way of describing why your company, product or service is better than the alternatives. UVPs are inherently comparative because the concept of "uniqueness" requires a comparison to something else. Unique value propositions come into play during strategic positioning. Strategic positioning is the act of defining where an offering should sit in the minds of consumers. It is also inherently comparative because your "position" is also relative to your competitors and alternatives. Finding a unique value proposition usually involves a new way of segmenting the market. Often, a novel value proposition expands the market.



EXAMPLE

Until the iPad came along, customers didn't realize they wanted tablets but Apple effectively created a new demand.

Chapter 2:

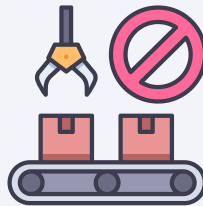
Types of Unique Value Propositions (UVP)

Again, think of UVPs as the unique value you can deliver. It's obvious that this can happen at the brand, product and even feature levels.



Brand Level

What makes your entire company unique?



Product Level

What sets a specific product apart from competitors?



Feature Level

What makes your products' features unique?

Chapter 3

A Unique Value Proposition Is Not a Mission Statement or Tagline



A mission statement is your purpose for being. It describes your business goal. For example, here's Nike's mission statement: "To bring inspiration and innovation to every athlete in the world"



A tagline (or slogan) is a short, memorable line that captures the idea of your brand: Here's Nike's tagline: "Just Do It"



A value proposition is a concrete statement related to your product or service value. Here's Nike's value proposition for its custom shoe range: "Your personal Nike co-creation starts here. Make something they've never seen before by creating your own iconic sneakers with Nike By You." This UVP is specific to the product. It tells customers what makes Nike By You offer the perfect solution for their current need in a way that a mission statement or tagline can't.

Chapter 4:

Unique Value Proposition Characteristics

A value proposition has four primary characteristics:



It's clear and simple

The language must be easy to understand with just one read. In just one or two sentences, the value proposition should capture the essence of who the product is for and how it helps them.



It uses target audience language

An effective value proposition also uses language that resonates with a target customer. In fact, using language they will recognize is an excellent strategy for making it clear this product or service is for them.



It's benefit-oriented

As discussed already, a compelling value proposition focuses on benefits, outcomes, solutions, and feelings created by using the product or service. How does it help? What does it make better? What emotions will the consumer feel afterward?



It has the right focus

Lastly, a great value proposition focuses on the audience's pain points, the things they care about.

Chapter 5:

How to Write a Unique Value Proposition?



Define the target audience

you'll want to get clear on who you're speaking to and where you're meeting them.



Define the problem you solve

Think about the problem you solve for those customers. Almost all good offerings focus on solving a pain point. What are your customers doing today that they could be doing better with your help?



List the alternatives

What would your customers do if you didn't exist? While the answer is often, "they'd go with competitor A or B" they might also do nothing at all. Consider what's wrong with the status quo

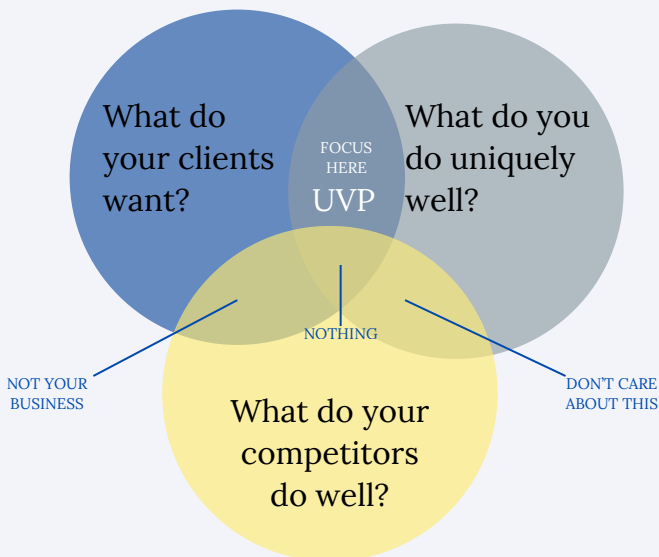
Chapter 5:

How to Write a Unique Value Proposition?



Explain why you're better

It's time to articulate what sets you apart. Highlight your unique selling points, the features or benefits that your competitors can't match. Be specific and focus on the elements that make your offering uniquely valuable. This could be superior technology, exceptional customer service, a special process or any other distinguishing factor.



About The Company

Founded in 2024, Monica & Co. Business Advisory began as a solopreneur consultancy focused on market research and has since transformed into a trusted strategic partner for small and medium-sized enterprises (SMEs) in Indonesia.

We provide comprehensive business solutions that empower **our clients to effectively navigate market challenges, confidently enter new markets, and maintain their competitive edge.** With a diverse portfolio of over 50 clients spanning various industries—including home appliances, healthcare, information technology, and fintech—we are dedicated to delivering customized insights and innovative strategies that foster enduring success.

For more info, you can check our website [here](#)