

Value Proposition and Positioning Statement

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Brand positioning is a marketing strategy aimed at making the company stand out from competitors and for the brand to be perceived by consumers as trustworthy. The principle of interaction with the target audience, which is based on the establishment and maintenance of constant communication with customers to meet the interests of all parties involved, is called relationship marketing (Gronroos, 1990). Addressing customer preferences by meeting their personal needs is one of the main goals of creating a value proposition aimed at arranging sustainable interactions with clients. The purpose of this paper is to create a value proposition for a specific beauty business, particularly a hairdressing firm, and synthesize it into a positioning statement.

Background of the Business

As a target business, the brand “A Flawless Flex” is selected, which is a women’s beauty and hairdressing platform. The hair market is characterized by high prices, and this activity can bring good profits in the case of competent entrepreneurial activities and effective strategies used for attracting and retaining clients. A value proposition is a tool to target the relevant marketing components of a business with an emphasis on a specific brand. Kotler and Armstrong (2018) mention the concept of 4Ps, which addresses four significant components that affect the business success – product, place, price, and promotion. Meeting these factors is critical to creating an effective value proposition for the brand in question and its favorable acceptance by target customers.

“A Flawless Flex:” Your Hair Is Your Crown

“A Flawless Flex” is a unique platform for women that provides hairdressing services and works to relieve their clients of the hassle of grooming their own hair. The consumer’s needs are what is valued most, and the services provided address the specific task of helping target clients to keep their hair in order. The name was not chosen by chance:

it is derived from Flexii, and customers love this catchy title. Before the business was given such a name, it was checked for approval from the target audience, and customers appreciated it.

The price for the services provided by “A Flawless Flex” is one of the main advantages that customers can count on when turning to the platform. None of the clients should feel that the services rendered to them are not worth the money spent. Therefore, along with affordable prices, the platform offers the highest-class hairdressing services to convince the target audience that it is not worth overpaying to get a beautiful hairstyle. Many beauty salons are forced to set a high price bar to cover rental and consumables costs. “A Flawless Flex” is not a wide network, which is, nevertheless, a plus for clients as they do not have to pay extra for the name. Therefore, from the point of view of the pricing policy, the platform is worth recognizing.

The services provided by “A Flawless Flex” correspond to the preferences of the target audience and are in demand in the beauty market. Many women do not have an opportunity to care for their hair on their own, and the platform is designed to help them with this task. In addition to standard hairstyles, clients can count on projects of any complexity and order hairstyles for festive occasions, being confident in a high-quality result. One of the main values that “A Flawless Flex” promotes is the complete satisfaction of customers’ interests no matter how unusual their wishes and requests can be. This approach testifies the platform’s interest in the comfort of its clients, who have the right to count on quality services for the money they pay. Therefore, individual preferences, whether they are standard orders or unusual projects, deserve attention as the wishes of customers and are carried out with respect to their preferences.

The promotion of “A Flawless Flex” services allows the platform to reach its target customers through modern communication channels. Verified accounts in popular social

media give customers an opportunity to find out about all discount offers and changes in the opening hours. After the registration of the business, the brand was included in the official register, which allowed utilizing relevant advertising materials legally and creating an individual website. Clients can learn about the platform on social media, television, radio, and print media. Since constant communication with clients is the key to a successful business, “A Flawless Flex” offers women a chance to submit requests and questions to which they will definitely receive answers timely. In addition, clients can find all the information they need on a dedicated website that provides up-to-date notifications on opening hours, services, and pricing programs. Compared to competitors, “A Flawless Flex” does not hide the cost of consumables from customers, which allows it to offer services at fair prices. As a result, constant interaction with the target audience increases brand recognition and serves as a tool to support stable demand and offer women relevant beauty services.

One of the main strengths that distinguish “A Flawless Flex” from many competitors is the feedback system designed for customers. Each client contributes to the formation of the platform’s stability and makes proposals for the optimization and improvement of certain aspects of the business, be it the nuances of services or other operational factors. Based on a recent survey of customer views on how the platform works, the overwhelming majority of reviews are positive, which is essential for the business and allows for targeted work to improve the services, taking into account customers’ interests. This approach corresponds to the strategy of relationship marketing since, according to Sheth and Parvatyar (1995), client behavior and incentives to choose directly depend on the criterion of engagement. When customers realize that their opinions are important and are counted as recommendations that can affect operational aspects, this increases their confidence in the brand. Some competitive platforms do not offer this type of engagement, while “A Flawless Flex” is actively

promoting this marketing principle. This allows the business to win the recognition of the target audience and has a positive effect on the customer loyalty indicator.

Targeted offers for clients of “A Flawless Flex” constitute the advantage of the platform, which regular customers appreciate and hence choose its services regularly. Regardless of lifestyle, cultural background, or other individual characteristics, women can count on a person-centered approach and receive the range of services they want. The location for the provision of services is not chosen by chance: the salon is situated in a busy area to constantly increase the client base and be noticeable among other beauty salons. This corresponds to the 4Ps principle and allows “A Flawless Flex” to address its current marketing tasks successfully with an emphasis on the interests of the target audience.

Key Takeaways from the Value Proposition

The value proposition highlights the core strengths of “A Flawless Flex” and demonstrates the platform’s benefits over those of competitors. The principles of relationship marketing are addressed in this business, and the interests of clients are taken into account as indispensable criteria for maintaining the sustainable interest of the target audience. As Peter and Donnelly (2006) argue, the behavioral factors of customers are largely dependent on the motives and conditions that the seller offers because in a competitive environment, it is difficult to navigate. The positioning statement based on the specifics of the platform should include the main advantages of “A Flawless Flex” and those factors that distinguish it from other similar businesses.

Positioning Statement

While considering the above value proposition, the positioning statement of “A Flawless Flex” may be presented as a clear argument. It can sound as follows: *To lovely women who want to make sure their hair is always polished, “A Flawless Flex” offers a flawless experience in the salon or when purchasing fine bundles.* This statement reflects the

platform's interest in reaching as many of the target audience as possible and providing high-quality services.

Conclusion

The presented value proposition and positioning statement reflect the specifics of the considered business and allow drawing conclusions about its exclusive features. The uniqueness of the offers by "A Flawless Flex" is largely determined by comparison with competitive beauty salons, and relevant factors, such as targeted offers or the feedback system, set the business apart from others. Compiling the positioning statement reveals the main objectives of the platform, and following the principles of relationship marketing is an important aspect of sustainable and profitable activities.

References

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