



Competitive Advantage Development

	Activity	Feature(s)	Benefit	Customer Result	Customer Value (How Important Is The Result)	Demand		Differentiator or Distinction
						Current	Future	
1								
2								
3								
4								
5								
6								
7								

	Asset	Feature(s)	Benefit	Customer Result	Customer Value (How Important Is The Result)	Demand		Differentiator or Distinction
						Current	Future	
1								
2								
3								
5								
6								
7								