Read the following two Individual Assignments and comment on the following points:

**1. Has the entrepreneur clearly articulated benefits of the product/service over competition?  
2. Are the benefits compelling and the value substantial to enable customers to switch from existing competitors?  
3. Suggestions for other opportunities, niche segments in this area that the entrepreneur could focus on.**

Assignment #1

Fashion Sense

A Service Company

**Problem:**

            Do you have zero time to shop at your favorite clothing stores? With limited time in our everyday schedules, long retail lines, and high prices for amazing fashion it can be quite the headache buying your next pair of jeans. Just think if there was one easy solution to shopping for great fashion trends without the headache of searching through the racks. Being a fashion buyer for over 5 years, I understand how much of a task clothes shopping can be. From not being able to find your size, style, or discount deals, retail shopping can be quite the inconvenience.

**Solution:**

My plan is to create a service to solve this problem to make clothes shopping easy. The service is called Fashion Sense. This service is an easy to use database that you can easily set up a profile that will locate exactly what you are looking for. Your profile will include personal information such as, your size measurements, and location, cost preferences, etc. Fashion Sense will be able to locate exactly what you are looking for so you can either purchase online or at the nearest retailer located by you. That means you don’t waste time at the retail stores that may not have what you are seeking.

 Once your profile is created, you can use Fashion Sense by simply entering a few preferences to support your retail needs. Fashion Sense will have a one-time membership fee of $25. Becoming a member of Fashion Sense not only helps you locate the clothing items you are looking for but also will include some awesome fashionista features! Fashion coordinating or what I like to call your personal stylist will be available to all members, so once you find that pair of shoes you have been dying to purchase we will generate some additional ideas that will match your personal style! Since all your size measurements are created in your profile our fashion coordinating feature will only deliver “fashion sense” that will be available for you! Another great feature you get as a Fashion Sense member is access to in store coupons that are available, and online promo codes or deals! With retailers at constant competition, Fashion Sense is different because it is created to 100% serve you. Shopping made easy is our goal while making you look fabulous!

**Assignment # 2**

**Description of Product:**A different unique protein/meal replacement bar. The aim of this product is to provide a delicious bar that tastes comparable to a candy bar without the drawbacks of high sugar, high fat and questionable ingredients typically found in junk food. The bar’s protein will consist of 50% micellar casein *(a slow digesting protein)* and 50% whey isolate *(a fast digesting protein)*providing 25 grams of protein. The bar will also include erythritol a sugar alcohol that sweetens the bar just like sugar without the negative side effects and calories. The protein bar will be fused with fiber that will provide further appetite suppression. These 3 basics will make a protein bar that supplies adequate protein, fiber, and keeps sugars and fats very low. Minor ingredients will include cocoa, vanilla, etc. for flavoring.

**Benefits:**The product solves the issue of eating indulgences guilt free because although it tastes similar to a candy bar it actually is a high protein, high fiber, low sugar snack. This bar is slow digesting which will further enhance satiety and suppress the appetite which is crucial for dieters. The bars naturally healthy ingredients will naturally appeal to health conscious individuals. The high protein content is a quality coveted by many fitness individuals because protein supports and promotes lean muscle mass. A premium bar and healthy alternative compared to junk candy bar with comparable tastes.

**Differentiation:**Most health bars are high carb and low protein *(CLIF, LUNA, POWER Bar, Granola bars, etc)*which aren’t great choices for dieters who watch their carbohydrate and sugar intake. The bars that do emphasize protein and low carbohydrates use cheap whey or soy concentrate which are not quality sources of protein compared to my bar. The competition also use cheap sugar alcohols in an attempt to lower the net carb count of their bars. The problem with this is that the other sugar alcohols cause gastrointestinal upset; my bar’s ingredient erythritol is easily digested with no gastrointestinal upset. The biggest competition of the bar is the Quest bar which has the same benefits as my bar except the Quest bar only chooses to use whey isolate and milk protein concentrate as their protein source. This provides a faster digesting bar compared to my bar that will suppress appetite. The market strategy could be aimed as “better than Quest” which will also give consumers a choice.