

Create Value Propositions

Using what you have learned, create value propositions for businesses of your choice in three different industries.

1. Food Service Industry

Company name (McDonald's, Wendy's, Subway, etc.):

Your value proposition:

2. Automotive Industry

Company name (Toyota, Ford, BMW, etc.):

Your value proposition:

3. Consumer Electronics Industry

Company name (Apple, Bose, Canon, etc.):

Your value proposition: