

# Vennd | Value Proposition Template

## Remember: Start with why

Your value proposition should articulate why customers or clients should buy from you and why should they choose you over your competition.

## Product / Service

We allow customers to design their own t shirts and other fabric garments online, using quality Australian-made manufacturers. For every t shirt you buy, one is donated to your local community Smith Family Shelter

## Benefits

| Key Benefits                | Value to customer                  |
|-----------------------------|------------------------------------|
| Customised words / graphics | unique and stand-out               |
| Australian-made             | Supporting local business          |
| Community give back         | Make a difference in the community |
| Quality materials           | value for money                    |
| Easy to purchase            | quick and hassle free              |

## Customer Problems

Want to create custom shirts / apparel but also looking for quality - garments that don't stretch / ruin first wash. Want to be able to order online at any time, but needs to be easy. Concerned about fast fashion and impact, conscious of what they wear.

## How does your product / service solve these problems?

Our t shirts and apparel options are all manufactured in Australia using sustainable materials. Purchasing our products means you're supporting Australian business and creating your own unique fashion item. We're about supporting local, so for each shirt you buy, we donate one to a local community organisation

## What sets your product / service / business apart from competitors?

Australian-made, community focused

## What do/will customers love about your product / service / business?

Quality of the materials and end product, love the community give back element - keeping it in their local community, personal touches like thank you notes with each order.

