



ASISA



FOUNDATION



L+EARN

FINANCIAL LITERACY FOR YOUNG ADULTS

VALUE PROPOSITION

Some of the key things to consider when you have identified a business opportunity:

Value Proposition

The value proposition is an easy-to-understand reason why a customer should buy a product or service from that particular business.

- It describes the values or benefits that each service or product gives the different customer segments
- To identify the value created think about the benefits your enterprise is generating for each of the customer segments.
- Is your product or service solving a problem?
- Does the solution bring an innovative approach into existing processes?
- Examples of value proposition: Efficacy, Speed, Reliability, Ease of Use, Flexibility, Status, Aesthetic Appeal, Emotion, Cost.



Value Proposition Example



Uber is one of the most successful e-hailing taxi companies in the world and in South Africa.

- It uses sophisticated technology that creates a link between passengers that need to ride and drivers that have vehicles to provide the rides
- Some of the value propositions of the company include:
 - Affordability –Uber provides different price options from economy to luxury.
 - On-Demand Service-It is available anytime any where.
 - Huddle free and Convenience-Technology enables the driver to know where exactly you are going with seamless payment
- What other value propositions do you notice with Uber?

