



01.  
**YOUR PRODUCTS +  
SERVICES**

**PEOPLE HAVE EVERYDAY  
WANTS + NEEDS**



**BUSINESSES HAVE  
PRODUCTS + SERVICES**



# PROFITABLE EXAMPLES

## CLIENT

BUSY PEOPLE  
WORKING IN  
INDUSTRIAL PARKS

NEW VEGANS  
WITH SENSITIVE SKIN

WANTS TO START A  
BUSINESS



## PROBLEM

HUNGRY, LEFT LUNCH  
AT HOME, ONLY HAS A  
45 MIN BREAK

LOCAL SUPERMARKET  
DOES NOT CARRY A  
VEGAN SKINCARE  
RANGE

HAS NO PREVIOUS  
EXPERIENCE AND  
DOES NOT KNOW  
WHERE TO BEGIN



## SOLUTION

POP-UP FOOD TRUCK  
THAT PROVIDES HOT  
NUTRITIOUS MEALS  
TO TAKE AWAY

ONLINE VEGAN  
SKINCARE RANGE  
SPECIALISING IN  
SENSITIVE SKIN

HUSTLE & HEELS  
MEMEBERSHIP  
FOR START-UPS

# PROFITABLE MINDSET SHIFT

**YOUR  
PRODUCTS  
+ SERVICES**



**THE BETTER YOU ARE AT  
SOLVING PROBLEMS THE MORE  
SUCCESSFUL YOU WILL BE**

# WHAT PROBLEMS ARE YOU SOLVING?

## Needs

- States of deprivation
- Physical - food, clothing, shelter, safety, water
- Social - belonging and affection
- Individual - knowledge and self-expression

## Wants

A want is a product desired by a customer that is not required for us to survive. So, want is the complete opposite of need, which is essential for our survival.

## Demands

If a customer is willing and able to buy a need or a want, it means that they have a demand for that need or a want.

**TASK: USE THE TEMPLATE PROVIDED TO DEFINE THE NEEDS, WANTS, AND DEMANDS YOUR PRODUCT/SERVICES WILL ACHIEVE FOR YOUR CUSTOMERS.**

Needs

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Wants

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Demands

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# **SESSION NOTES**

# YOUR PRODUCTS+ SERVICES ADDITIONAL LEARNING



LOOK UP/RESEARCH:

- NEEDS, WANTS, AND DEMAND FRAMEWORK EXAMPLES;
- IDENTIFY WHY YOU PREFER CERTAIN BRANDS OR SERVICE PROVIDERS OVER OTHERS TO SEE HOW THEY SOLVE *YOUR* PROBLEMS;
- GET CLEAR ON THE PROBLEMS YOUR PRODUCTS/SERVICES SOLVE.