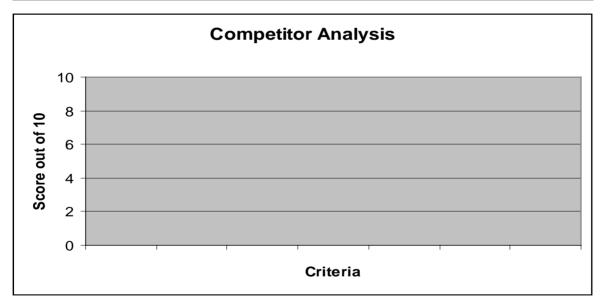


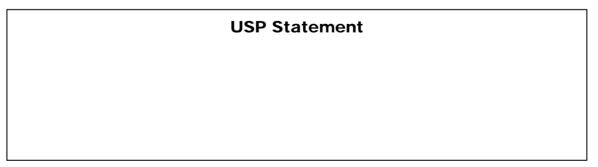


USP Analysis Worksheet

- For instructions about USP Analysis, visit <u>www.mindtools.com/rs/USP</u>.
- For time management tips, visit www.mindtools.com/rs/MTFS.
- For more business leadership skills visit <u>www.mindtools.com/rpages/HowtoLead.htm</u>.

Criterion	You 1=poor/10=good	Competitor 1	Competitor 2	Competitor 3





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