

How our customers buy the product

[Business](#), [Marketing](#)



According to me, our market positioning allows us to (at the very least) reach out to each and every one of our current and potential customers. The critical selection process involves a thorough evaluation and review of new markets and opportunities that need to be exploited; the results of this review determine our market positioning. According to Grewal (28), this process is invaluable because it provides a comprehensive outlook of potential markets and clients and acts as a yardstick for moving forward.

A potential employer should feel that I am ready to make a positive contribution to the company and enable it to realize its goals, vision, and targets (Grewal 57). In addition to this, a potential employer should feel that I will observe, maintain and implement its values and principles so that its reputation is upheld at all times.