

Product Name

Core benefit of the product

* *How would you describe the purpose of your product?*
* ..
* ..

Generic product

* *How would you describe the qualities of your product?*
* ..
* ..

Expected product

* *What will your customers expectations of the product be?*
* ..
* ..

Potential product

* *What transformations may your product undergo in the future?*
* ..
* ..

Augmented product

* *What sets your product apart from the competition?*
* ..
* ..

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**Five Product Levels by Philip Kotler - Template**

Use this template to describe your product levels and identify the added value of each level for the   
customer. The fields are editable. You can also clear the fields and print this template to create hand-outs.

* For more information on this model, visit: https://www.toolshero.com/marketing/five-product-levels-kotler/
* For more information on Philip Kotler, visit: https://www.toolshero.com/toolsheroes/philip-kotler/