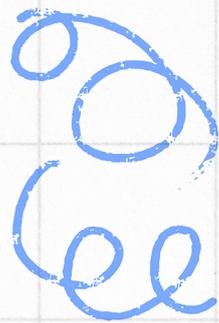


www.coralbees.com

Foundation to Build Your Brand

Blueprint By Coralbees



Coralbees

We've broken it down into
6 actionable steps to help you
figure out.

This brand blueprint is designed to give you
real clarity as you scale.

Where to steer your business.

Who to target.

What to focus on.

No fluff. No jargon.
Just what you need to
build a brand that stands out.

If you're serious about taking your business to the
next level, let's dive in.

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Before you pour another drop of coffee into your morning brew, hit pause and ask yourself: Am I building the right thing?

Too many founders sprint straight to product or branding without checking the fundamentals. Our first step is to analyse whether you're pointed in the right direction.

Here are the key questions to help you course-correct early, before small missteps become costly detours.

What problem are you solving, really

Is this a pain your target customer experiences every day, or just once in a blue moon? Can you describe it in one sentence, without jargon?

Who exactly is your customer

Have you created a detailed persona (demographics, behaviors, budget & places they engage mostly)? Did you validate these assumptions with real conversations?

What makes you different from the rest

Who are your top three direct competitors; and why will you win? Have you already documented 'What's your unfair advantage (e.g., unique tech, partnerships, insider expertise)?'



Step One is about direction, not perfection. Clarity now means fewer U-turns later. Ready to dig deeper? Let's go.

Let's see how this looks in action with a real-world example.

Client: Surplus Market

	<i>Description</i>	<i>Insight/Analysis</i>
Who are we?	<ul style="list-style-type: none"> ➤ We are specialized online marketplaces that connect large businesses, often dealing with surplus, closeout, obsolete or excess inventory, with smaller companies and resellers. ➤ Our platforms provide a discreet and efficient solution for offloading surplus goods, ranging from consumer products to industrial supplies. ➤ We offer a variety of sales methods, including bulk sales, lot splitting, and auctions, ensuring maximum flexibility and speed in liquidation. ➤ By leveraging a vast network of domestic and international buyers, we ensure that surplus inventory is moved quickly, minimizing storage costs and freeing up capital for sellers. 	<ul style="list-style-type: none"> ➤ The surplus inventory market is driven by the need to quickly convert excess and obsolete products into cash, especially for businesses facing overstock issues due to changes in demand, product cycles, or economic conditions. ➤ Surplus marketplace acts as a crucial intermediary, providing smaller businesses with access to high-quality, discounted products they otherwise couldn't afford, while helping large companies maintain operational efficiency.
What problem are we solving?	<ul style="list-style-type: none"> ➤ We solve the critical problem of managing surplus and excess inventory for large companies, including retailers, wholesalers, and manufacturers. ➤ These businesses often face challenges such as overproduction, seasonal changes, and fluctuating consumer demand, leaving them with stock that ties up valuable resources and space. ➤ Our platforms provide a fast and efficient channel to liquidate this excess inventory, converting it into cash flow while preventing the potential financial drain of unsold goods. ➤ Additionally, we protect the brand integrity of sellers by ensuring that surplus products are sold through discreet, alternative channels that don't interfere with their primary sales markets. 	<ul style="list-style-type: none"> ➤ The challenge of surplus inventory is particularly acute for businesses dealing with fast-moving consumer goods, apparel, electronics, and other industries where product life cycles are short. ➤ Without effective liquidation channels, these businesses risk significant financial losses from holding onto outdated or overproduced goods. ➤ Surplus marketplaces fill a critical gap by offering a streamlined, scalable solution that benefits both sellers (by recovering value) and buyers (by providing access to affordable products).
How are we solving it?	<ul style="list-style-type: none"> ➤ We provide a reliable, efficient marketplace that connects surplus sellers with buyers who need these goods, facilitating the rapid movement of inventory. ➤ Our platforms offer tools and analytics that help sellers manage their surplus more effectively, ensuring that they can liquidate inventory in a timely manner. ➤ We expand the reach of sellers by connecting them with international buyers, ensuring that surplus inventory is sold quickly and at competitive prices. 	<ul style="list-style-type: none"> ➤ The rise of e-commerce and the global nature of supply chains have exacerbated the challenges of managing surplus inventory, with businesses now facing shorter product life cycles and more frequent overstock situations. ➤ Surplus Marketplace has emerged as an essential tool for these businesses, offering a reliable and efficient way to convert excess stock into revenue without disrupting primary sales channels. ➤ The market for surplus inventory liquidation is growing, driven by increased awareness among businesses of the need to manage excess inventory more proactively.

Step Two

Articulate Your “Why”

Gaining true clarity about your business isn't a one-and-done exercise, but an ongoing process of asking the right questions and testing your assumptions.

Here's a simple framework to clarify your core and move forward with purpose that help you sharpen your vision, align your efforts, and move forward with confidence.

Purpose Why does your business exist?

Go beyond making money - what's the reason you show up every day?

Impact What change do you want to create for your customer or the world?

Think outcomes, not just outputs.

Values Which principles will guide every decision?

This is your internal compass - keep it real and non-generic.

How to do it

Write a one-liner mission.

“We help [X] achieve [Y] by doing [Z].”

If it feels vague, keep iterating until each word feels essential.



Clarity here isn't just nice to have - it's what keeps your brand aligned when things get messy.

Step Three

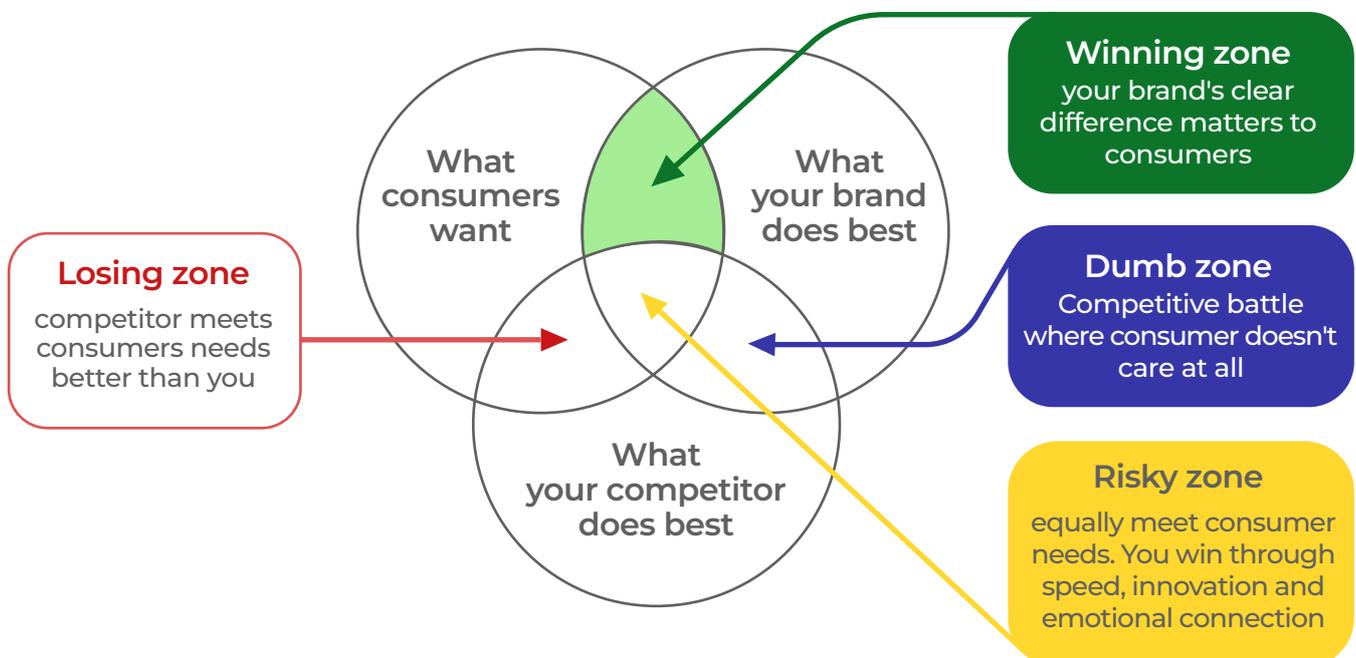
Is Your “Why” Truly Your Differentiator?

Before going in-depth into each step, let’s look at the examples of **what differentiation is NOT** to ensure you truly understand it.

Remember: things like your personality, your team, your founder, what you say, caring for your customers, or saying something that is an expectation of a business — none of it makes you different.

Here is how to find your Key Differentiator

Brands have to be better, different, cheaper...
or else not around for very long.



Here are 3 steps to uncover your true differentiation (in brief).

1

Conduct thorough competitor research to spot the gaps in the market. You can't stand out from your competition if you don't know what the competition is doing. Make sure you research them, NOT copy them.

2

Research your ideal customers to understand exactly what will make you stand out in their eyes. It's important to get this one right so you don't only get surface-level insights. You're looking for real pains, fears, objections or anything that makes your audience tick.

3

Audit your own company to identify your true strengths, weaknesses, and 'uniqueness'. Once again, your personality won't make much of a difference. But how you interact with your clients, your processes, and the results you bring are good places to look.



Once you've aligned your "Why" with a clear differentiator you're not just another business with passion, you're one with a position.

Step Four

Are You Accidentally in a Copycat Business?

In the name of "competitor research," many startups unknowingly fall into the copycat trap. They scroll a competitor's site, love the vibe, mirror the messaging, duplicate the social posts & call it "inspiration."

Let's be real that's not a strategy.

That's imitation, and it leaves zero room for you to stand out.

How to Avoid the Copycat Trap.

Step 1 Set Up a Competitor Audit Sheet.

Fire up Google Sheets. Track 3 to 5 competitors across key areas.

- Positioning & messaging.
- Brand voice & visual identity.
- Social presence, SEO, PR, etc.
- Core offers, pricing, funnels.
- Strengths & weaknesses.

We've added a screenshot of the worksheet how we do at Coralbees.

Here's an example of what we have did for one of our client.

Features	Surplus Market	Surplus Loop	Surpluss.co	Zaapko	LiquidateNow
Global Reach	✓	✗	✓	✗	✓
Integrated Logistics Solutions	✓	✗	✓	✗	✗
Rigorous Product Inspection	✗	✗	✓	✗	✗
Comprehensive Insurance Coverage	✗	✗	✓	✗	✗
Dynamic Pricing (Auction Models)	✗	✗	✗	✓	✗
Industry-Specific Marketplaces	✗	✓	✗	✗	✗
AI & Tech-Enabled Services	✗	✗	✓	✗	✗
End-to-End Transaction Management	✓	✗	✓	✗	✗
Escrow and Secure Payment Services	✗	✗	✗	✓	✗

Features	Surplus Market	Surplus Loop	Surplus.co	Zaapko	LiquidateNow	Product Liquidation
Global Reach	✓	✗	✓	✗	✓	✓
Integrated Logistics Solutions	✓	✗	✓	✗	✗	✗
Rigorous Product Inspection	✗	✗	✓	✗	✗	✗
Comprehensive Insurance Coverage	✗	✗	✓	✗	✗	✗
Dynamic Pricing (Auction Models)	✗	✗	✗	✓	✗	✗
Industry-Specific Marketplaces	✗	✓	✗	✗	✗	✗
AI & Tech-Enabled Services	✗	✗	✓	✗	✗	✗
End-to-End Transaction Management	✓	✗	✓	✗	✗	✗
Escrow and Secure Payment Services	✗	✗	✗	✓	✗	✗
Niche Market Targeting	✗	✓	✗	✗	✗	✗
Sustainability Initiatives**	✓	✗	✗	✗	✗	✗
Cost Efficiency	✓	✗	✓	✓	✓	✓
Assured Quality Standards	✓	✓	✓	✓	✓	✓
Ease of Use & Accessibility	✓	✓	✓	✓	✗	✗

Insight/Conclusion

Surplus Market demonstrates strong capabilities in global reach, integrated logistics, and cost efficiency. However, there's significant potential to differentiate by focusing on the "PPS Strategy": **Pricing + Promptness + Sustainability**. While competitors like Surplus.co and Zaapko emphasize features like rigorous product inspection and dynamic pricing, they don't fully leverage the power of quick transactions and sustainability. By excelling in these areas, Surplus Market can position itself as a leader in delivering both value and speed, while also meeting the growing demand for sustainable practices.

Proposed Value Proposition



Pricing + Promptness + Sustainability

Step 2 Go Elbow-Deep in Research.

Act like their customer.

- Browse their site like you want to buy.
- Sign up for their lead magnets Watch their nurture emails.
- Check reviews, case studies, even reach out to past customers.

You're not spying. You're studying the game to change it.

Step 3 Run the "All / Some / None" Exercise.

Now be brutally honest.

Make 3 columns.

- **ALL** competitors do this → It's table stakes.
- **SOME** competitors do this → It's premium positioning.
- **NONE** do this → That's your goldmine.

What your competitors don't offer is where your unique edge often lives.



What your competitors don't offer is where your unique edge often lives.

Step Five

Researching Your Ideal Customers

Being different is NOT enough.

Differentiation is much more than that. It's a mix of what makes you stand out from your competitors, what you're great at, and what actually matters to your ideal customers.

Here are 5 ways to uncover if the differentiation you derived is what your audience really CARES about.

Customer interviews

By far the best way to do your research. They offer you a chance to get the answers and extra context and body language of how your customers react to questions. To get the most out of it, follow up with "Why does that matter to you?" after each answer. That's where the real insights are.

Social listening

A great way to understand where your ideal customer spends time online. Look for content, accounts, and channels they like and don't like. This will help you make conversations less salesy and more approachable.

Market research

Great for founders with extra budget. You'll get the highest ROI if you focus on a large sample size with very specific questions. For example, launch a series of surveys asking your ideal customers about prices, features, or service options and give specifically 2-3 options to choose from.

Attribution

This will help you understand HOW ideal customers find you. Knowing that will show you where your marketing and sales work or don't. The simplest way to attribute conversion is to add an open field to each lead gen or calendar booking form asking where they heard about you from. You'll get the best insights that way.

Earlier support

An underrated tactic is to hold your clients' hands as much as possible when you sign them. You'll know exactly why they signed up with you, what they're expecting from you, what they value (and what they don't) at every step of the process.

Step six

You've Got Clarity Now Make It Count

You've done the groundwork. You now have clarity on.

- ✓ What your customers truly want.
- ✓ What your competitors can't (or won't) deliver.
- ✓ What your business does exceptionally well.

Now it's time to bridge the gap by communicating it loud & clear.

Start talking to your audience.

Tell them what makes you different.

Show them why you're the obvious (and only) choice.

This isn't about hype, it's about truth, told with confidence.

**Use this clarity to fine-tune your positioning,
build stronger messaging, and double down on what makes
you unshakably unique.**

You're no longer **just another option**.

You're **the one**.

Let's make your brand impossible to ignore.

At Coralbees, we help ambitious SMEs build brands with intention and impact.

Where there's confusion, we bring clarity.

Where there's noise, we bring strategy.

Where there's hesitation, we spark momentum.

From deep customer insights and competitor analysis to sharp brand positioning and GTM execution.

Coralbees Helps You Build Your Brand The Right Way.

Ready to turn your business into a brand people remember?

Book your free Brand Clarity Session with our expert today.

LET'S TALK →

 Coralbees

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