Choose two product attributes to distinguish the NFL Teams below from each other. Then, complete the positioning map		Before Super Bowl Attribute #1		
with how you view these teams.				
Cincinnati Bengals				
San Francisco 49ers				
New York Giants	Attribute #2			Attribute #2
Jacksonville Jaguars				
Buffalo Bills				
Philadelphia Eagles				
Kansas City Chiefs		I		
Dallas Cowboys		Attribute #1		

Choose two product attribut to distinguish the NFL Tear below from each other. The complete the positioning ma with how you view these	ns n,	Attribute #1	After Super Bowl	
teams.				
Cincinnati Bengals				
San Francisco 49ers				
New York Giants	Attribute #2		Attribute #2	
Jacksonville Jaguars				
Buffalo Bills				
Philadelphia Eagles				
Kansas City Chiefs		I		
Dallas Cowboys		Attribute #1		

Choose two product attribu- to distinguish the NFL Tear below from each other. The complete the positioning may with how you view these teams.	ns n,	Attribute :	After NFL Draft #1	
Cincinnati Bengals				
San Francisco 49ers New York Glants	Attribute #2		Attribute #2	
Jacksonville Jaguars				
Buffalo Bills				
Philadelphia Eagles				
Kansas City Chiefs		 Attribute #1		
Dallas Cowboys				

Examples of Attributes for Product Positioning Map:

- Price
- Quality
- Number of options/selection
- Availability
- Performance
- Fashion