Conclusion

Take a proactive approach to integrating biztainment into a customer benefit package.

Managers should assess whether the four drivers of biztainment offer opportunities in their particular business.

By, Emily Eland

TheCaseSolutions.com

Using "Biztainment" to Gain Competitive Advantage
**What is Biztainment??**

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What is Biztainment???

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A practice by which entertainment is added to a bundle of goods and services in order to gain competitive advantage.
Value-Added Entertainment

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Laying the Groundwork for Biztainment

There are four drivers for an increased awareness and application of biztainment.

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Agritainment

A strategy of adding entertainment content to the farm customer benefit package to gain competitive advantage and increase revenue

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Manutainment

A strategy of making entertainment an additional factory output to gain competitive advantage. Establishes a closer bond between a customer and manufacturer, therefore increasing brand loyalty, sales and profitability.

People want to experience the excitement of building a physical good at lowest possible price.

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