

# Value proposition

<b>Term</b>	Value proposition
<b>Abbreviation</b>	
<b>Definition</b>	A promise of Value to be delivered and a belief from the customer/client of value that will be experienced. A value proposition can apply to an entire organisation, or parts thereof, or client accounts, or Products or Services.
<b>Source</b>	
<b>Owner</b>	
<b>Last updated</b>	2020. 12. 11