

Product or Service Research Worksheet

1. Product – Describe the product or service.

2. Target Market – Who are your customers?

Who:

What:

Where & When:

Why:

How much:

3. Competitive Advantage – Why would a customer choose you?

4. Production Materials – what materials would you need for production? Ability to use materials from recycled products/ ethically sourced suppliers? (see attached)

5. Supply Chain & Costs – where will you get materials and what do they cost?

Raw material	Supplier Info	Per unit cost

6. Provision Planning – What steps will you need to take to get the materials?

Step 1:

Step 2:

Step 3:

Step 4:

Step 5: