

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:

7. Corporate Social Responsibility—Not-for-profit/Charitable Organisation potential connections? (if applicable)

8. Test of Disclosure—“How would we feel if everyone knew about the product/service and how we are making it/deliver it?”