

Product or Service Research Worksheet

1. Product – Describe the product or service idea.

2. Target Market – Who are your most likely customers? (Be specific!)

Who is your most likely customer?:

What are some other key characteristics?:

Where & When will they buy?:

Why will they buy?:

How much will they spend?:

3. Competitive Advantage – Why would a customer choose your product/service over another?

4. Production Materials – What materials and equipment would you need for production or your product or service?

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/delivering it?”