

Worksheet 4.

Market Before You Produce

(Make extra copies of this sheet as needed, and answer the questions for each good and service you are considering providing through your business.)

1. Specify the customer needs you plan to satisfy with _____.
(product)

2. In order to best meet customer needs, my product (_____)
(product)
must have what specific characteristics?

Worksheet 4. (Cont.)

(Make extra copies of this sheet as needed, and answer the questions for each good and service you are considering providing through your business.)

1. In order to best meet customer needs, my product (_____)
(product)
must be available where?

Worksheet 4. (Cont.)

(Make extra copies of this sheet as needed, and answer the questions for each good and service you are considering providing through your business.)

2. In order to best meet customer needs with my product (_____),
(product)
I must do a better job than my competition at what?

Worksheet 4. (Cont.)

(Make extra copies of this sheet as needed, and answer the questions for each good and service you are considering providing through your business.)

5. How should I price my product (_____) in order to best meet
customer needs ?
(product)

Worksheet 4. (Cont.)

(Make extra copies of this sheet as needed, and answer the questions for each good and service you are considering providing through your business.)

6. How should I package my product (_____) in order to best
meet customer needs?
(product)

Worksheet 4. (Cont.)

(Make extra copies of this sheet as needed, and answer the questions for each good and service you are considering providing through your business.)

7. How should I promote my product (_____) in order to best meet customer needs?
(product)

Worksheet 4. (Cont.)

(Make extra copies of this sheet as needed, and answer the questions for each good and service you are considering providing through your business.)

8. In the first year of doing business, I plan to sell _____ units of my product
(_____) at a price of \$_____ per unit, so my
(product)
- year 1 estimated annual cash revenues for this product will be
(planned units sold TIMES planned price) = \$_____.

In the second year of doing business, I plan to sell _____ units of my product
(_____) at a price of \$_____ per unit, so my
(product)

year 2 estimated annual cash revenues for this product will be
(planned units sold TIMES planned price) = \$_____.

In the third year of doing business, I plan to sell _____ units of my product
(_____) at a price of \$_____ per unit, so my
(product)

year 3 estimated annual cash revenues for this product will be
(planned units sold TIMES planned price) = \$_____.

Worksheet 4. (Cont.)
(Make extra copies of this sheet as needed.)

9. Sum estimated annual cash revenues for all products in each year, to calculate estimated total annual cash revenues for each year.

Estimated year 1 total annual cash revenues from all products = \$ _____

Estimated year 2 total annual cash revenues from all products = \$ _____

Estimated year 3 total annual cash revenues from all products = \$ _____