

Center for Educational Leadership

Pre-work Assessment and Survey

Company:
Owner:
CEL Officer:
Date:

Market Profile:

How many products/units overall sold last year?

How many in your target market?

How many user clubs are out there and what is their membership total?

How many active users are there?

What is the demographic of your users?

Customer Profile

Who is the typical end-user for your products? (Individuals, institutions, organizations, businesses)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

How would the customer use your product?

- 1.
- 2.
- 3.
- 4.
- 5.

What is the need your products satisfy in the market place?

- 1.
- 2.
- 3.
- 4.
- 5.

Who is the competition and what are their products?

Name of Company:

Name of Product:

Description of Product:

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Name of Company:

Name of Product:

Description of Product:

Name of Company:

Name of Product:

Description of Product:

Name of Company:

Name of Product:

Description of Product:

Why would a customer want your product over the competition?

- 1.
- 2.
- 3.
- 4.
- 5.

What are your products biggest drawbacks?

- 1.
- 2.
- 3.
- 4.
- 5.

What are your products features and benefits?

Features

- 1.
- 2.
- 3.
- 4.
- 5.

Benefits

- 1.
- 2.
- 3.
- 4.
- 5.

What are your products price points and for which products?

| Product Name (Name) | Product Name | Product Name | Product Name |
|------------------------|--------------|--------------|--------------|
|------------------------|--------------|--------------|--------------|

High End \$

Medium \$

Low \$

Discount\$

Describe your Product line?

Product 1: (Name)

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Product 2: (Name)

Product 3: (Name)

Product 4: (Name)

Costs of Goods

What are the materials used to manufacture the product:

- | | |
|----|-----|
| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

How are the materials applied to each product in your product line?

| Product name: (Name) | Product name: | Product name: | Product name: |
|-------------------------|---------------|---------------|---------------|
|-------------------------|---------------|---------------|---------------|

| Materials | Materials | Materials | Materials |
|-----------|-----------|-----------|-----------|
| 1. | 1. | 1. | 1. |
| 2. | 2. | 2. | 2. |
| 3. | 3. | 3. | 3. |
| 4. | 4. | 4. | 4. |
| 5. | 5. | 5. | 5. |

Labor Costs

| | | | |
|----|----|----|----|
| 1. | 1. | 1. | 1. |
|----|----|----|----|

Who are your suppliers?

- | | |
|----|-----|
| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

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Describe the manufacturing process?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Do you have a prototype for each product in your product line?

Organizational and Financial

Do you have a management team?

How much are you willing to invest in the startup?

Have you done financial projections? One, Two and Three year

Have you begun a search for a local manufacturer or Job shop?

Do you know how much it would cost to setup a manufacturing shop?

Do you know the costs to manufacture 100 prototypes?

Add any additional information you deem necessary?