

## 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?”