

JA Company Product and Service Guidelines

Deciding the product or service is the first and one of the most important steps for any business venture. The product or service should:

- Fill a need (or at least a perceived need),
- Be something customers are willing to pay for,
- Be something that Company members are passionate about.

Choosing a service or product for your company is the most important decision that your group will make.

Product and Service Restrictions

Before preparing your pitches, please be aware of the following restrictions:

- The use of food that your group has prepared is prohibited. Students may be able to use pre-packaged food items in their product if approved by their JA office.
- Events that require a lot of insurance because of safety issues are not allowed.
- Products should not misrepresent JA values/beliefs in any way. Products and Services must be in good taste and cannot be offensive to the general public including, but not limited to, racial, gender, sexual or religious sensitivities.
- Customized products are discouraged, however will be considered carefully. (i.e. taking an existing product and added your logo to it)
- When involving direct contact with customers or potential customers, services must only be offered in a public space.

Due to legal and insurance related issues, JA companies should refrain from providing products that are illegal and unsafe. The following will in all likelihood be denied:

- Manufacturing and selling of fireworks
- Manufacturing and selling of cosmetics
- Products that require the use of power tools (unless approval provided by the JA office)
- Distribution of copyrighted material (including visual images or audio recordings)
- If the product is being manufactured by a third party, you may be required to obtain a certificate of insurance

Additional risk management conditions may be required prior to product/service approval being granted.

Characteristics of past successful JA Company products:

- Have more than one use
- Are portable
- Reasonably/competitively priced
- Are safe for workers and customers
- Have readily available raw materials
- Provide high rate of return on investment of time/money
- Eco-friendly (recyclable, recycled, reclaimed material)

If you are considering a product, be sure that:

- There are enough steps to keep everyone productive (not just a select group of members).
- It is not too difficult to produce or it will frustrate your production workers and result in too much wasted materials or too few products available for sale
- You can identify your specific target market
- It can be easily produced with available equipment
- The product is safe and safe to use
- Raw materials are readily available, all program year
- The product is attractive
- The product is easy to package, carry, store – no large products
- It is a product that your group will take pride in
- The product is something fun to produce and sell

If you are considering a service, be sure that:

- It can be delivered in a public space
- It is not too difficult to provide. There are enough members of the team that can deliver it OR training can be provided
- Your service fulfills a need
- Does not require a lot of extra time outside of Company sessions
- Any raw materials needed are readily available, all program year
- You can identify *and reach* your specific target market
- You have identified any additional insurance needs
- You have assessed all risks related to delivering this service (member safety, customer safety, insurance, etc.)
- It is a service your group will take pride in promoting
- The service is something that will be fun to promote and deliver