

## **Key questions when evaluating a new product:**

1. Does the concept, which differentiates this product, fill a need or satisfy a want of the customer?
2. *Will the customer perceive a legitimate value in his or her purchase?*
3. Will the customer recognize quality in the same way he or she does with national brand names?
4. *Does the product offer the customer superior performance compared to similar products already available?*
5. Does the new product solve a problem for the customer which is unaddressed by similar products?
6. *Is there a convenience factor that places the new product ahead of all similar products?*
7. Is the product consumable or does it offer some type of residual income stream?
8. *Are profit margins sufficient to sustain your efforts?*
9. Can you develop satisfactory support materials and sales aids to make your job easier?
10. *How strong is the name recognition of product and can it be trademarked? Go to: [www.uspto.gov](http://www.uspto.gov) to research company name.*
11. Do the ingredients have market visibility?