

About You

Name _____
Company _____
Address _____
City, State, Zip _____
Phone _____
Email _____

Your Company & Product

1. What is your position with the company? _____

2. Your company is a:

_____ corporation

_____ partnership

_____ LLC

_____ proprietorship

_____ other: _____

3. Is your company listed in D & B?

YES

NO

4. Are you currently selling your product now?

YES

NO

5. Do you have a federal tax I.D. number?

YES

NO

Your Company & Your Product (continued)

6. Your product is:

- a concept
- in development
- patented
- patent pending
- none of these

7. Is your brand name trademarked?

- YES NO

8. Where do you anticipate producing your product?

- U.S
- China
- Overseas
- Not sure
- Other: _____

9. Does your product require tooling?

- YES NO

If yes, do you own the tooling?

- YES NO

10. How many employees do you have?

- 1-5 6-20 21+

11. Do you have product liability insurance? If yes, how much?

- YES: _____ NO

Your Company & Your Product (continued)

12. Do you have UPC numbers?

- YES NO

13. Do you have a website for this product? If so, what is it?

- YES: http:// _____ NO

Your Customer & Perceived Customer (Consumer)

1. Who do you see as your core customer

2. Sex?

- MALE FEMALE EITHER

3. Age?

- MALE FEMALE BOTH

4. Average annual income range?

- Less than \$20,000 \$40,000 - \$60,000 \$100,000+
 \$20,000 - \$40,000 \$60,000 - \$100,000

5. Family size?

- 1-2 3-5 6+

6. Geographical location? _____

7. Seasonality, if any? _____

Core Retailers & Sales Strategy

1. What kind of retailers do you envision carrying your product?
(Prioritize 1-5)

- _____ Brick & Mortar
- _____ Mail Order
- _____ Direct Response (TV, Space Ads, Radio, etc.)
- _____ Internet Marketers
- _____ Other? _____

2. Assuming you had a “wish list”, which retailers would you want to carry your product?

3. How do you plan on selling these retailers?

- Direct Internal Sales Force Manufacturer’s Representatives
- Not Sure Other _____

Product Demand & Need

1. Who needs your product?

2. Why do they need your product?

Product Demand & Need (continued)

3. How is this need going to change in the future?

4. How will this product help position retailers (Wal-Mart, Sam's Club, etc.) to take advantage of future demand?

5. How can retailers maximize the sales of your product?

Competitors

1. Who are your competitors?

2. Which competitor is closest to what your vision is for your product?

3. If you don't see any direct competition, who is the closest "indirect" competitor or market?

Competitors (continued)

4. Where do you see your product positioned with your competitor?

- Lower priced
- Better Quality
- Mid range
- More Features
- More expensive
- Other: _____

Product Value

1. What added value (vs. the competition) does your product have that can be passed on to your customer?

2. What **Features** does your product have?

3. How will the consumer react to these features?

4. Does your competition have them?

Product Value (continued)

5. What **Benefits** do these features offer to the consumer?

6. Will this be a motivating factor in your customer being attracted to your product?

7. Will the sale of your products in the stores affect related products in a positive way?

8. How?

Packaging

1. Do you currently have packaging for your products?

2. How does this enhance the features and benefits of your product?

Packaging (continued)

3. How does it compare with competitive products? Related Products?

Pricing

1. Have you completed a cost study for your product?

YES NO

2. Have you developed a price strategy for your product?

YES NO

3. Do you have it priced for the retailer? If so, what is it?

YES: _____ NO

4. Do you have a "Suggested Retail Price"? If so, what is it?

YES: _____ NO

Additional Comments

THANK YOU!

Once your questionnaire has been received we will contact you within one week. Please email info@retailingworks.com if you have any questions.

We look forward to working with you!

Please make check out to: **RetailingWorks**

Amount: **\$249.00**

Remit to: **RetailingWorks
P.O. Box 586
St. Albans, MO 63073-0586**

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