Commercial Product Proposal

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*Section Descriptions (for those that differ from Client Proposal)

Business

- What business will market this product?
- What type of business is it? (start-up, expansion, take-over)
- What is its mission statement (what type of business is it)?

Business Goals

- What are the business goals for this product?

Vision Statement

(Provide a concise statement of the project goals that helps team members pass the elevator test—the ability to explain the project to someone within two minutes. Use the following format:

For (target customers)
Who (statement of the need or opportunity)
The (product name) is a (product category)
That (key benefit compelling reason to buy)
Unlike (primary competitive alternative)
Our Product (statement of primary differentiation)

Market

Market Analysis

- Who are the purchasers of your product/type of product? (geographic, demongraphic, and psychographic characteristics)
- What is the size of the market? Is it growing?
- What is (will be) your share? How will your share change over time?
- What is the industry outlook for products like the one you propose?
- Are the segments of users who are under-served by competition?
- Do any of these under-served segments present opportunities?

Marketing Plan

- What are you selling? (What benefits do you provide and what position or image to you have?)
- Who wants the thing(s) you sell? (Identify target markets)
- How will you reach your Target Markets and motivate them to buy?

Competitive Analysis

- Who are (will be) your largest competitors? List them.
- How will your product differ (be better or worse) than competitive products?