

New Product / Service Introduction

Product / Service:

Proposition
(100 words summary)

What does the customer get, of value to them, from this product / service?

<p>The Market</p> <p><i>Who will buy?</i></p> <p><i>What are their needs?</i></p>	
<p>The Product / Service</p> <p><i>What does it provide?</i></p> <p><i>How does it meet the needs of the market?</i></p>	

Competitors / Other Options / Uniqueness

Who are the competitors?

How is this different and so better than competitors / other options?

Why would a customer buy from you?

Market Entry

How will you win new customers?

How will you distribute the product / make the service available?