

Product or Service Development

Team Name: _____

Describe your product or service as clearly and concisely as possible. What problem are you solving? Try and keep this to no more than **2** sentences (i.e. Lemonade Stand- a lemonade stand that provides customers with healthy, delicious lemonade, at a fair price).

List the features of your product or service (i.e. Lemonade Stand- low sugar, environmentally conscious cup, friendly customer service). Features are the characteristics that your product or service does or has.

List the benefits of your product or service to the consumer (i.e. saves time, money, easily accessed, unique experience, convenience etc.). These are the reasons why a customer would buy your product or service (i.e. Lemonade Stand - healthy, low price, availability). Consider if you would buy this product?

SWOT Analysis

A SWOT analysis is an environmental scan of your industry. It helps your company achieve a competitive advantage by understanding what your product is good and bad at, and what competition and areas of expansion exist in your industry. Evaluate your company's **internal** strengths and weaknesses and **external** opportunities and threats.

Strengths (i.e. New product, mobile, styles)	Internal	Weaknesses (i.e. Lack of experience, crowded market)
Strengths		Weaknesses

Opportunities (i.e. Trends, online sales increases)	External	Threats (i.e. Recession, new competitor)
Opportunities		Threats

Target Market

Based on your SWOT analysis, the next step will be the development of your **target market**. This is who you plan on selling your product or service to.

When identifying your **target market**, it's important to include some attributes and characteristics of your market. We call these **demographics** and **geographics**. **Demographics** are the characteristics of your **target market** and include gender, age, background, interests etc. **Geographics** are your markets actual location, such as where they live, locally, internationally, online.

In some situations, you may want to sell your product or service to a business. This is what we call a business-to-business market (B2B), rather than the traditional business-to-consumer (B2C). However, the same principles apply in this process, but in the context of to the business you want to sell to instead of a customer.

Demographics:

Geographics:

Now that you have your **demographics** and **geographics**, state who your **target market** is in one sentence.

Example Target Market: Lemonade Stand - "Our target consumer is teenagers, ages 14-17, that like to go to the beach, have their own spending money, and live in Kelowna."

Target Market:

Vision and Mission Statements

Finally, create a **vision** and **mission** statement for your company. Your **vision statement** should be a declaration of your company's goals for the mid-term and long-term future. This is what your company wants to be. Your **mission statement** should identify what your company does, who it does it for, how it plans to do it. This is the statement for the company's reason for existing. These should both be one sentence.

Work space:

Example Vision Statement: Microsoft - "Empower people through great software anytime, anyplace, and on any device."

Vision Statement: _____

Example Mission Statement: Ikea - "We shall offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them."

Mission Statement: _____

Example Product and Service for Larry's Lemonade Stand

Description: Larry's Lemonade is a locale lemonade retailer, dedicated to providing customers with a low cost beverage that is healthy and produced through environmentally friendly processes.

Features: Larry's Lemonade is delicious in taste, sold in biodegradable cups and staff are knowledgeable and friendly.

Benefits: Benefits to customers are low-sugar, competitively priced and widely available.

SWOT Analysis

Strengths	Weaknesses
Locally available, low-sugar content, strong customer service staff	Inexperienced staff, lemonade industry is highly competitive
Opportunities	Threats
More people drinking lemonade, increasing trend to drink biodegradable beverages	New major competitor (SaveOn), lemons increasing in cost

Demographics	Geographics
Teenagers, ages 14-17 Have some level of personal money Enjoy drinking lemonade at the beach	Live within the Kelowna city limits

Target Market: Larry's Lemonade targets consumers that are teenagers, ages 14-17, that like to go to the beach, have their own spending money, and live in Kelowna

Vision Statement: To become the largest lemonade retailer in all of Kelowna.

Mission Statement: Provide friendly service, health conscious lemonade at an affordable price to customers.