

Introducing a New Product

Title

Long-term Goal

State the intended goal

Customer Wishes

Describe customer needs and wishes
Explain the requirements

Fulfilling Customer Needs

Describe the main attributes of the product
Link the product attributes to customer needs

Cost Analysis

Indicate the financial advantages for the customer

Compare quality and price with those of the competition

Strengths and Advantages

Summarize the special features and advantages of the product being introduced

Next Steps of Action

Explain the steps that now need to be taken