

# ***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