



Project Worksheet

Company _____ Date _____
 Contact _____
 Address _____
 City _____ St _____ ZIP _____
 Phone _____ Fax _____
 E-mail _____

Product/Service Information

- Name of product/service:** _____

- Description of product/service:** *What it does, what it's used for.*

- Describe the benefits of the product/service:** *The **specific** problems the product/service solves or **specific** advantages it offers.*

- List selling features** *(eg., color, weight, dimensions, size, capabilities, etc.)*

YOUR PRODUCT/SERVICE

COMPETING PRODUCT/SERVICE

- Which are the MOST IMPORTANT differences between your product/service and the competitions'?**

- Is this a totally new product/service:** Yes No
- Is this product/service now available?** Yes No
- Do you sell other similar products/services?** Yes No
- Do you sell any other products/services?** Yes No

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Audience Information

10. Describe the individuals or businesses to whom you plan to sell this product/service/event:

11. Who makes the buying decisions—the actual user, purchasing department, department head, other?

12. Describe why they would want to use this product/service:

Marketing Information

13. How are you planning to sell this product/service? (Check all that apply)

- | | |
|---|---|
| <input type="radio"/> Through the mail | <input type="radio"/> Through word-of-mouth advertising |
| <input type="radio"/> Through your own retail store(s) | <input type="radio"/> Through your own contacts and networking |
| <input type="radio"/> Through sales calls to the end-user | <input type="radio"/> Through window signs to attract walk-in trade |
| <input type="radio"/> Through telemarketing calls to the end user | <input type="radio"/> Through in-store displays |
| <input type="radio"/> Through paid advertising | <input type="radio"/> Through Seminars or Conferences discussing the product or service |
| <input type="radio"/> Trade or general circulation magazines | <input type="radio"/> Other (specify) _____ |
| <input type="radio"/> Trade or general circulation newspapers | _____ |
| <input type="radio"/> TV | _____ |
| <input type="radio"/> Radio | _____ |
| <input type="radio"/> Yellow pages | _____ |

Goals and Objectives

14. What is the objective of this project? *(eg., bring in direct sales, bring in leads, sell tickets, promote education, etc.)*

15. How will the results of the project be measured: *(Please be very specific, eg, 5 percent sales increase, 100 hits per day, etc.)*
