



Marketing a New Service or Product?

Use this checklist to help you evaluate whether or not to consider bringing a new service or product to market. (I'm going to use "product" to represent both service and product.)

	YES	NO
1. Can your company make money selling the product?	<input type="checkbox"/>	<input type="checkbox"/>
2. Is there a need or desire for the product?	<input type="checkbox"/>	<input type="checkbox"/>
3. Is the market large enough for the product?	<input type="checkbox"/>	<input type="checkbox"/>
4. How easy is it to reach that market?	<input type="checkbox"/>	<input type="checkbox"/>
5. Is it something practical?	<input type="checkbox"/>	<input type="checkbox"/>
6. Is it unique or just a re-do of something else?	<input type="checkbox"/>	<input type="checkbox"/>
7. Can you price it attractively?	<input type="checkbox"/>	<input type="checkbox"/>
8. Does it have a long potential life, or is it simply a fad?	<input type="checkbox"/>	<input type="checkbox"/>
9. How strong is the threat of competition?	<input type="checkbox"/>	<input type="checkbox"/>
10. Can you reliably manufacture, package and distribute it?	<input type="checkbox"/>	<input type="checkbox"/>
11. Can the market be efficiently and effectively reached by a variety of marketing methods?	<input type="checkbox"/>	<input type="checkbox"/>