

Questions to get you started

You and your product

What makes you/your company
unique?

- Experience
- Interests
- Skills
- Personal circumstances

What is special about your product or
service?

- Size/length of time
- Quality
- Package
- How you deliver it
- When you deliver
- Contract
- Maintenance
- Packaging
- Disposal
- Fit with other
products/services

Customers – what can you learn from your customers?

What problems do they have you
might be able to solve?

How do they use what you offer at
the moment?

What do they complain about?

Why do they stop using you?

Why do they use you?

Market segments – can you niche by market?

Do you have a particular market you
serve at the moment?

What markets are growing that you
could serve?

What markets are under served?

Wider market

What can you learn your
competitors?

What are they doing overseas?

What can you learn from different
sectors? E.g. Think of the opposite to
what you do

- Retail
- IT
- Premier league
- Manufacturing

