**Product or Service Need Worksheet**

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| **FACTOR** | **ASPECTS** | **COMPETITIVE****CAPABILITIES** | **NEW PRODUCT****IDEA CAPABILITY** |
| **Type of Need**-Continuing need-Declining need-Emerging need-Future need |  |  |  |
| **Timing of Need**-Duration of need-Frequency of need-Demand cycle-Position in the cycle |  |  |  |
| **Competing Ways to Satisfy Need**-Doing without-Using present way-Modifying present way |  |  |  |
| **Perceived Benefits/Risks**-Utility to customer-Appeal characteristics-Customer tastes and preferences-Buying motives-Consumption habits |  |  |  |
| **Price versus Performance Features**-Price/quantity  relationship-Demand elasticity-Stability of price-Stability of market |  |  |  |
| **Market Size & Potential**-Market growth-Market trends-Market development requirements-Threats to market |  |  |  |
| **Availability of Customer Funds**-General economic conditions-Economic trends-Customer income-Financing opportunities |  |  |  |

***Source: Hirsch, R., International Entrepreneurship, 2010.***

**Product or Service Value Worksheet**

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| **FACTOR** | **COST (IN $)** |
| **Cash Outflow**-R&D costs-Marketing costs-Capital equipment costs-Other costs |  |
| **Cash Inflow**-Sales of new product-Effect on additional sales of existing products-Salvageable value |  |
| **Net Cash Flow**-Maximum exposure-Time to maximum exposure-Duration of exposure-Total investment-Maximum net cash in a single year |  |
| **Profit**-Profit from new product-Profit affecting additional sales of existing products-Fraction of total company profit |  |
| **Relative Return**-Return on shareholder equity (ROE) |  |
| **Return on Investment (ROI)**-Cost of capital-Present value (PV)-Discounted cash flow (DCF)-Return on assets employed (ROA)-Return on sales |  |
| **Compared to Other Investments**-Compared to other product opportunities-Compared to other investment opportunities |  |

***Source: Hirsch, R., International Entrepreneurship, 2010.***