

# PRODUCT

## Questions

- a) What is your product, in practice and at a symbolic level?
- b) What benefit does it bring to consumers?
- c) Which kind of consumers is it mostly addressed to (sex, age, geographic area, socio-economic situation, education, special needs ...)? Why?
- d) How would you describe its standard characteristics?
- e) Which requirements must be met for the product to be regarded as optimal?
- f) What are the dimensions of the word "quality" for this product? Which qualitative characteristics does it stand out for?
- g) Which specific guarantees and certifications can the product exhibit?
- h) Is it possible to defend your idea by means of patents?
- i) Why do you think that clients will choose your product instead of substitute products? Answer in two levels, if appropriate: a) B2B clients: retailers, wholesalers, restaurants ... b) B2C clients: families, and specifically the target consumers you have chosen to address to.
- j) Has the production process been accurately designed?
- k) In which *formats* will it be sold, according to each category of target-clients, modes of use and occasions of consumption? (E.g.: 100 grams, 500 grams, 80 grams, slices ...)
- l) In which *versions* will it be sold, according to each category of target-clients, modes of use and occasions of consumption? (E.g.: fresh, pre-washed, pre-sliced, pre-cooked, processed ...). At a general level, which items will the product line include? Why?
- m) For each item, how long is the shelf life? How does it have to be stored?
- n) How will the packaging *hardware* be? Materials, shape, pros and cons of this choice (transportation, storage, costs, aesthetics, space for communication ...)
- o) How will the packaging *software* be? Colours, images, lettering, logos, messages ...
- p) Other, concerning the product ...

[illegible]