

Section 12 Questions

What are the chances that the end-user will buy more than one of the product? (For example a person may buy two flashlights, one for home and one for an automobile)

Will probably buy only one	1	2	
Will probably buy two	3	4	5
Will probably buy three	6	7	8
Will probably buy four or more	9	10	

Of the total number of people who would have a use for your product, what percentage do you estimate would be physically capable of using it?

10% to 20%	1	2	
30% to 50%	3	4	5
60% to 80%	6	7	8
90% to 100%	9	10	

Of the total number of people who would have a use for your product, what percentage do you estimate would be mentally capable of using it?

10% to 20%	1	2	
30% to 50%	3	4	5
60% to 80%	6	7	8
90% to 100%	9	10	

Of the total number of people who are capable of using the product what percentage could afford to buy the product?

10% to 20%	1	2	
30% to 50%	3	4	5
60% to 80%	6	7	8
90% to 100%	9	10	

Of the total number of people who could afford to buy your product, what percentage could afford to buy the product?

1% to 2%	1	2	
5% to 15%	3	4	5
20% to 40%	6	7	8
50% to 60%	9	10	


Of the total number of people who would buy one sooner or later, what percent do you estimate would buy one immediately?

1% to 2%	1	2	
5% to 15%	3	4	5
20% to 40%	6	7	8
50% to 60%	9	10	

Of the total number of people who would buy one immediately, what percent of them can you “reach” to make them aware of the product within the product’s first year on the market?

10% to 20%	1	2	
30% to 50%	3	4	5
60% to 80%	6	7	8
90% to 100%	9	10	

If your potential sales figures include foreign markets, have you checked to be sure that production and sales of the product are not restricted in those markets?

Restricted to very few sales			
Lots of restrictions but sales still possible	3	4	5
Minimal restrictions, easy to comply with	6	7	8
Not restricted at all	9	10	

If your answer to the previous question was three through eight have you deducted sales lost due to those restrictions from your potential sales figures for the affected countries?

No	1	2							
Unable to estimate used best guess	3	4	5						
Yes, the deduction is believed to be accurate	6	7	8						
Yes, I over estimated the loss on purpose	9	10							

Have you conducted a focus group to determine the percentage of people from your potential market who are likely to buy the product?

No	1	2							
Working on it	3	4	5	6	7	8			
Yes, my figures are based on a focus group	9	10							

If you will sell the product through direct sales, are you set-up to accept credit cards?

No	1	2							
Working on it	3	4	5	6	7	8	9		
Yes	9	10							

Are there any new or proposed taxes which could make the product more expensive? If yes, have you reduced your potential sale figures to allow for them?

Yes, and no	1	2							
Yes and yes	3	4	5	6	7	8			
No new taxes existing or proposed	9	10							

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