

Section 15 Questions

With respect to product “life-cycle”, which description fits your product?

Fad item	1	2	
Medium lifespan will last 2 to 5 years	3	4	5
Long term durable goods lasts over 5 years	6	7	8
Consumable	9	10	

Does your product have the potential to become a “staple” item, like a paper clip, or safety pin which will continue to sell for the foreseeable future?

No	1	2	
Possibly	3	4	5
Probably	6	7	8
Yes	9	10	

Are the sales of your product “tied” directly to sales of another existing product? (Such as cassette tapes to tape recorders)

Yes, sales of my product depend on sale of one other product	1	2	
Yes, sales of my product are tied to sales of two other products	3	4	5
Yes, sales of my product are tied to sales of several existing products	6	7	8
No, my product “stands alone”	9	10	

Is it possible that product improvements may extend the life cycle?

No	1	2	
Slight possibility	3	4	5
Moderate possibility	6	7	8
Yes	9	10	

Will your product have any resale value?

No, none	1	2	
Possibly, if product resold within 1 year	3	4	5
Yes, product will always have resale value	6	7	8
No, product is consumable	9	10	

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