

## **Section 16 Questions**

**Have you thought of any other new products which would be based on or complementary to the original product?**

|                |   |    |   |
|----------------|---|----|---|
| No, none       | 1 | 2  |   |
| Yes, one other | 3 | 4  | 5 |
| Yes, two       | 6 | 7  | 8 |
| Yes, several   | 9 | 10 |   |

**Have you thought of any new or different uses for your product which would allow you to sell it over again to the same market?**

|                |   |    |   |
|----------------|---|----|---|
| No, none       | 1 | 2  |   |
| Yes, one other | 3 | 4  | 5 |
| Yes, two more  | 6 | 7  | 8 |
| Yes, several   | 9 | 10 |   |

**Are there any different “user groups” that you can market your product to after you have saturated your original targeted market?**

|                |   |    |   |
|----------------|---|----|---|
| No, none       | 1 | 2  |   |
| Yes, one other | 3 | 4  | 5 |
| Yes, two more  | 6 | 7  | 8 |
| Yes, several   | 9 | 10 |   |

**Can the product be made in different styles?**

|          |   |    |   |
|----------|---|----|---|
| No       | 1 | 2  |   |
| Possible | 3 | 4  | 5 |
| Probably | 6 | 7  | 8 |
| Yes      | 9 | 10 |   |

**Can the product be produced in different price ranges? (Perhaps using different materials?)**

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

**Do the products you see as future “line extensions” compete in any way for the same target audience?**

|  |   |    |   |
|--|---|----|---|
| Yes, directly                                  | 1 | 2  |   |
| Yes, indirectly                                | 3 | 4  | 5 |
| Yes, to a small percent of the target audience | 6 | 7  | 8 |
| No, not at all                                 | 9 | 10 |   |

**Do the products you see as future “line extensions” compete in any way for the same shelf space?**

|  |   |    |   |
|--|---|----|---|
| Yes, directly                                  | 1 | 2  |   |
| Yes, indirectly                                | 3 | 4  | 5 |
| Yes, to a small percent of the target audience | 6 | 7  | 8 |
| No, not at all                                 | 9 | 10 |   |

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