

Section 23 Questions

Will you be able to leave one of your products out of the package and on display in a store for prospective buyers to “play with”?

No, they could break it easily	1	2					
Possibly, but it might get stolen	3	4	5	6	7	8	
Yes	9	10					

Will the advantages and benefits of your product be immediately obvious to prospective buyers?

No	1	2					
Yes, to some people	3	4	5				
Yes, to most people	6	7	8				
Yes, to everyone	9	10					

Will the product be packaged in a way which will allow a prospective buyer to see and touch the product?

No, the buyer can't see or touch the product. It is enclosed in an opaque package	1	2					
The buyer can see enough of the product to understand what it is	3	4	5				
The buyer can see the product but not touch it	6	7	8				
Yes, the buyer can both see and touch the product	9	10					

If the product is totally enclosed in an opaque (no way to see through it, as in corrugated boxes) package, do you have a full color picture of the product on the package?

No, the package has only printed words describing the product	1	2					
The package has a drawing of the product	3	4	5				
The package has a black and white picture of the product	6	7	8				
Yes, the package has a full color picture of the product	9	10					

If the product is totally enclosed in an opaque package, is the product's picture and description on all sides and end panels of the package?

No, only on one side	1	2	
Only on two sides	3	4	5
Only on one side and one end	6	7	8
Yes, on all sides and ends	9	10	

If the product is totally enclosed in an opaque package, how long does it take for someone to look at the package and understand what the product is?

Over one minute	1	2	
5 seconds to one minute	3	4	5
2 seconds to 5 seconds	6	7	8
Under one second	9	10	

Does the name you have chosen for the product explain exactly what it does?

No, the name is totally unrelated to the product's function	1	2	
No, the name does not explain what the product does	3	4	5
The name describes in general the type of product but not its use	6	7	8
Yes, the name explains what the product does	9	10	

Will the product be openly used or privately used?

Used personally and privately	1	2	
Used only among family members	3	4	5
Used among friends	6	7	8
Openly used anywhere	9	10	

Is the name of the product in a prominent location on the product and easily read?

No, the name is not on the product	1	2		
Yes, in small print	3	4	5	
Yes, in medium size letters	6	7	8	
Yes, in large letters	9	10		

Is the company's name, city, and state shown on the product?

No, none of them	1	2		
Only the company name	3	4	5	
Only the company name and state	6	7	8	
Yes, all of them	9	10		

Do you have a catchy logo that people will remember and associate with the product?

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

If the product must be demonstrated to get the full effect, do you have an "action" type point-of-purchase display to place in the stores?

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

Are you planning on showing your product at applicable trade shows?

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

[Section 24 >> Next >>](#)