

## **Section 27 Questions**

**Can the product be sold in bulk without individual packaging?**

No	1	2			
A few of them can	3	4	5		
A large percentage of them can	6	7	8		
Yes	9	10			

**Can the product be sold in an attractive yet open package that is revealing?**

No	1	2					
Box can have a partial "window"	3	4	5	6	7	8	
Yes	9	10					

**If the product must be enclosed, can you make the package easy to open and close without destroying it?**

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

**Is the product heavy enough to make it a losing proposition each time you have to ship one back to repair or replace it?**

Yes	1	2					
Will still be marginally profitable	3	4	5	6	7	8	
No	9	10					

**Does the profit margin of the product leave enough room for you to still make a profit if you have to replace the package?**

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

**Do you have strict quality control procedures written up and in place?**

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

**If you are going to use outside contract manufacturers, have you given them detailed quality control specifications?**

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

**If you are going to use outside contract manufacturers do you have a written agreement with them that they will be responsible for all shipping costs, disassembly, reassembly, broken parts, and repackaging costs etc., for each product returned that was clearly their fault? (Parts missing, boxes mis-marked, product assembled incorrectly, etc.)**

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

**Have you tested the durability of your individual shipping container or display package by dropping it, throwing it, or crushing it?**

No	1	2		
Yes, product breaks often	3	4	5	
Yes, product rarely breaks	6	7	8	
Yes, product remains unbroken	9	10		

**Have you tested the durability of your master pack shipping carton (12 pack, 24 pack etc.) by dropping it, throwing it, and crushing it?**

No	1	2		
Yes, product breaks often	3	4	5	
Yes product rarely breaks	6	7	8	
Yes, product remains unbroken	9	10		

**Have you planned in your budget for at least ½ of 1% write-offs for broken or returned goods?**

No	1	2				
Had planned on less than that	3	4	5	6	7	8
Yes	9	10				

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