

### Section 33 Questions


After all costs and profits have been calculated, do buyers perceive the product to be worth more or less than that figure?

Less					
The same	2	3	4	5	
A little more	6	7	8		
A lot more	9	10			

After all costs and profits have been calculated, do sellers perceive the product should be sold for more or less than that figure?

Less					
The same	2	3	4	5	
A little more	6	7	8		
A lot more	9	10			

Did you base your cost-of-goods-sold figures on the smallest production quantities you will produce?

No, we based them on large production runs							
No, we based them on quantities we expect to reach in 6 months	2	3	4	5	6	7	8
Yes	9	10					

Did you include the cost of any point-of-purchase or in-store displays which will be required by your distributors and retail outlets?

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

**If your product has the slightest chance of harming anyone or anything, have you included the cost of liability insurance in your calculations?**

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


**Will your product be competing with other products in a price driven market?**

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


**If there are similar products on the market will yours cost more or less?**

Quite a bit more	1	2	
A little more	3	4	5
The same	6	7	8
Less	9	10	

**If there are similar products on the market, and yours will cost less, are you sure that your product is not priced so low that it discredits the intrinsic value of the product?**

It is possible it could discredit the intrinsic value		1	2			
Very unlikely	3	4	5	6	7	8
Price is not that low	9	10				

**If there are similar products on the market, have you contacted the U.S. Department of Commerce and asked for their help in determining the prices which the other products have been selling for in the last few years, and will your product be competitive?**

Yes, and my product will be high		1	2
Working on it	3	4	5 6 7 8
Yes, and my product will be competitive	9	10	

**If yours will cost more, do the buyers feel that your product's benefits are worth paying more for?**

A few do	1	2
Many do	3	4 5
Most of them do	6	7 8
Yes, they all do	9	10

**Will the product have enough of a profit margin to allow immediate distribution through major wholesale distributors? (Figure suggested retail minus 50% minus 40%)**

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

**Does the product have enough of a profit margin to allow you to take in additional investors if you need to for growth purposes?**

No	1	2
Yes, barely	3	4 5
Yes, moderately	6	7 8
Yes, plenty of room for more investors	9	10

**If there are similar products on the market, can you use innovation to gain a manufacturing advantage to cut your cost-of-goods-sold and increase your profit margin?**

No	1	2		
Possible	3	4	5	
Probably	6	7	8	
Yes, already have advantage	9	10		

**Have you compiled “hard data” on all of your competitors pricing policies?**

No					
Working on it	2	3	4	5	
Yes	9	10			

**Have you tested your pricing structure on a focus group of both prospective sellers and prospective customers to be sure your calculations are based on reality?**

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

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