

Startup Success

PHYSICAL PRODUCT CRITERIA

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MODULE 4 // Product Selection

Physical Product Criteria

What end result is your audience looking for?

How can this product [that you're considering] create that result for your audience?

Where will you source the product?

Option a) _____

Option b) _____

Option c) _____

Will quality control be an issue? YES NO

If so, how will you handle this?

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Physical Product Criteria

How much would your audience be willing to pay for the result that the product can create?

Up to \$ _____

How much will the product cost you per unit? \$ _____

Is the cost-per-unit less than one third of the cost your customers will be interested in paying?

YES

NO

Estimating Profit Margin

Wholesale price:

Packaging:

Shipping & handling (to you):

Shipping & handling (to your customer):

Customer service per unit:

Expected return rate (percentage) X wholesale price:

Customer acquisition cost:

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Physical Product Criteria

Estimating Profit Margin

Wholesale price.....	\$ _____
Packaging.....	\$ _____
Shipping & handling (to you).....	\$ _____
Shipping & handling (to your customer).....	\$ _____
Customer service per unit.....	\$ _____
(Expected return rate %) X (wholesale price).....	\$ _____
Customer acquisition cost.....	\$ _____
Other expenses/unit.....	\$ _____
What will your total costs be per unit?.....	\$ _____
Profit per unit.....	\$ _____
<i>(sale price, less total cost per unit)</i>	
Estimated Profit Margin.....	% _____