

Product Feasibility Questionnaire

1. Product Quality

- Why did you develop the product in the first place?
- Has the product been tested thoroughly? Are there current bugs or issues? Is the product ready?
- Has a focus group reviewed or tested the product? Has it been shared through Social Platforms?
- What are the main benefits of the product? Non-tangible benefits?
- How are the profit margins when produced and delivered to client?
- How is the product priced?
- If offline product, is the fulfillment and order process in place?
- How is your budget for this project? How is the cash flow?

2. Market Demand

- Who is the target audience for this product?
- How does the product fill a need or solve a problem for the target audience?
- Is the target market in a mature or growth industry? What is the size and stability of this market?
- Are the target consumers a “buying audience”?
- How is your product currently positioned in the market?

- How are you presently increasing visibility and awareness for your new product?
3. Competition
- Who are your current competitors in this market? How strong is their market share? How established are they in the market?
 - What are your competitors doing right? Wrong?
 - What is your product's Unique Selling Proposition? How does it differentiate from the competitors?
 - How does your revenue model and pricing structure compare to your competitors?
4. Leadership / Management
- Is the first product you are bringing to market? If not, what is your previous track record?
 - Do you currently have the skills required to develop and operate this new venture?
 - What is your current connection to your industry? How are you building influence?

Courtesy of:
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