



WEEK 3: MARKET RESEARCH, PRODUCT DEVELOPMENT, MANUFACTURING

NAME: _____ MENTOR: _____
AGE: _____



MARKET RESEARCH

WITH A PARENT OR MENTOR SUPERVISING, USE THE INTERNET TO FIND DATA ABOUT YOUR PRODUCT.

WITH YOUR BUSINESS IDEA, WHO ARE YOUR POTENTIAL COMPETITORS? ALSO LIST DOWN SOMETHING THAT THEY ARE DOING THAT YOU LIKE.

NAME OF COMPETITOR	SOMETHING THEY ARE DOING WELL
1. _____	_____
2. _____	_____
3. _____	_____

AS YOU RESEARCH ONLINE ABOUT YOUR PRODUCT, WHAT DETAILS HAVE YOU FOUND OUT ABOUT IT?

WHAT IS A UNIQUE VALUE PROPOSITION (UVP)?
ALSO KNOWN AS A UNIQUE SELLING PROPOSITION (USP), YOUR UVP IS A CLEAR STATEMENT THAT DESCRIBES THE BENEFIT OF YOUR OFFER, HOW YOU SOLVE YOUR CUSTOMER'S NEEDS AND WHAT DISTINGUISHES YOU FROM THE COMPETITION.

PRODUCT DEVELOPMENT

WHAT TRAINING DO I NEED TO BECOME BETTER AT MY CRAFT? _____

ASK A PARENT OR MENTOR TO FIND 3 VIDEOS ON YOUTUBE AND 1 TED TALK THAT IS WITHIN YOUR INDUSTRY. WHAT DID I LEARN?

1. YOUTUBE VIDEO _____
2. YOUTUBE VIDEO _____
3. YOUTUBE VIDEO _____
4. TED TALK _____



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WHERE IS YOUR FAVORITE SHIRT, FOOD, AND INTEREST MADE?

1. SHIRT _____
2. FOOD _____
3. INTEREST _____

WHAT IS A MANUFACTURER?

ENTITY THAT MAKES A GOOD PRODUCT THROUGH A PROCESS INVOLVING RAW MATERIALS, COMPONENTS, OR ASSEMBLY LINES, USUALLY ON A LARGE SCALE WITH DIFFERENT OPERATIONS DIVIDED AMONG DIFFERENT WORKERS.

HOW IS YOUR PRODUCT MADE? _____

RESEARCH 3 DIFFERENT MANUFACTURERS OF YOUR PRODUCT AND WRITE THEM BELOW

1. _____
2. _____
3. _____

PRODUCT SKETCH

USING THIS PAGE, CREATE A SKETCH, WIREFRAME, OR A SAMPLE OF YOUR PRODUCT HERE. YOU CAN ALSO LIST DOWN THE THINGS YOU WOULD NEED TO DO TO CREATE IT. ALSO INCLUDE HOW YOUR CUSTOMERS COULD USE AND BENEFIT FROM YOUR PRODUCT.