

COMMUNITY ENTERPRISE SOLUTIONS NEW PRODUCT/SERVICE ASSESSMENT

PRODUCT/SERVICE

CHARACTERISTIC

RANKING

This is a final solution product	0	1	2	3	4	5	6	7	8	9	10
There is a real need.	0	1	2	3	4	5	6	7	8	9	10
There is a perceived need.	0	1	2	3	4	5	6	7	8	9	10
There is a felt need.	0	1	2	3	4	5	6	7	8	9	10
There is a desire and an ability to purchase.	0	1	2	3	4	5	6	7	8	9	10
The product works with the local culture.	0	1	2	3	4	5	6	7	8	9	10
This does not require a fundament change in habits	0	1	2	3	4	5	6	7	8	9	10
Limited awareness building is necessary	0	1	2	3	4	5	6	7	8	9	10
There is a concrete and understandable economic benefit	0	1	2	3	4	5	6	7	8	9	10
There is an easily understood health benefit											
The product meets basic needs.	0	1	2	3	4	5	6	7	8	9	10
The product replaces a suboptimal solution.	0	1	2	3	4	5	6	7	8	9	10
The product replaces current relief work.	0	1	2	3	4	5	6	7	8	9	10
The product has credibility.	0	1	2	3	4	5	6	7	8	9	10
There are no other substitutable products accessible in the market.	0	1	2	3	4	5	6	7	8	9	10
The product speaks for itself	0	1	2	3	4	5	6	7	8	9	10
A volume sales approach would potentially work.	0	1	2	3	4	5	6	7	8	9	10
A pricing scheme can be effectively devised.	0	1	2	3	4	5	6	7	8	9	10
The purchaser is the end user.	0	1	2	3	4	5	6	7	8	9	10
There is a "Gracias a Dios/Thanks to God" Factor.	0	1	2	3	4	5	6	7	8	9	10
The product is currently inaccessible for sellers.	0	1	2	3	4	5	6	7	8	9	10
The product is inaccessible for buyers.	0	1	2	3	4	5	6	7	8	9	10
The product would fit well within the basket of entrepreneurial offerings.	0	1	2	3	4	5	6	7	8	9	10
The product is perceived as being complicated but in reality requires relatively little training.	0	1	2	3	4	5	6	7	8	9	10
A service approach can be the driver.	0	1	2	3	4	5	6	7	8	9	10
The product is portable or can be constructed on site with local materials.	0	1	2	3	4	5	6	7	8	9	10



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RECOMMENDATIONS

PRODUCT/SERVICE

PRICE

PLACE

PROMOTION