SAMPLE PRODUCT OUTLINE (fictitious)

Area:
San Juan Unified School District Elementary Schools
Over XX schools k-8
Over YYYY school children
Over XXXX elementary school teachers
Financially supported in purchasing teaching supplies
Progressive and creative in the classroom
Schools have high achievement scores compared to others

Company Names:
Creative Educational Challenges, LLP
Suggestive, yet descriptive in nature
Allows for other products that relate to education and creativity in the classrooms

Legal Form:
Limited Liability Company
Allows for tax benefits
Protection of the partners against any liability claims
Organizational Form:
  Functional
  President - Susie Q
  Vice President for Production - Susie P
  Vice President for Marketing - Susie R
  Vice President for Finance and Accounting - Susie S
  Vice President for Logistics - Susie T
  No other employees

Product Name:
  View a Bug
  Hand-held cannister without a top and bottom (equivalent to an eight-ounce can) with contains a removable bottom with a magnifier affixed to the top. Provides a viewing area of insects for biology class demonstration/instruction
  Allows the teacher to explain skeleton properties of insects to students
  Easy to use - flexible - inexpensive - time-saver - fun to use

Mission:
  It is the mission of Creative Educational Challenges to provide innovative and creative products to elementary school teachers as instructional aids in their teaching of required and elective subjects to elementary school
Strategic Objectives:
To be recognized as a leader in creative educational product throughout the nation
To become the number one provider of innovative educational aids
To achieve name recognition as a major resource for elementary school teachers

Financial Objectives:
To sell XXX products NLT 2 years at a cost NTE XXXX.
To obtain a 10% return on our initial investment
To increase quarterly sales by 3% during the school year at a cost NTE XXX

Target Market:
total population of XXX elementary school teachers in SJUSD k-8
Surveyed XX teachers
40% would definitely buy for $YY each
Potential sales of XY over two years
Competitors:

ABC Inc.
Several science instruments for classroom teaching, e.g. .....................
Price range from $X to $XX
Advertizes with fliers and in yellow pages

Educate to Learn, Inc.
Videos on insects and animals, e.g. .....................
Price from $X to $XX
Advertizes in Teacher’s Magazines

Teachers’ Helpers, Inc.
Numerous hands-on instrument for science learning, e.g. .....................
Price from $XX to $XXX
Advertizes only on the Internet - www.teachers’ helpers.com

Classroom Aids
Local company - specializes in classroom presentation of science subjects
Cost of $XX for a 20-minute presentation
Fliers, word-of-mouth and cold-calls on teachers

Acquisition Sources and Costs:
  Cans from Sacramento Recycle Center $XX for 100
  Magnifiers from Office Suppliers $XX each
  Paint from Home Depot $X a gallon
  Heavy Glue from Home Depot $X a gallon

Corporate Level Strategy
  Concentration - on one product and one target market

Business-level Strategy
  Low-cost
  Narrow focus - elementary school teachers in one School District
Production:
  Batch process
  Plant to be in Susie Q's garage - donated free by her
After obtaining the cans,
  Using a table saw, remove the two ends of the can
  Shape one end with pliers so it fits over one end of the can
  Insert the Magnifier onto the other end - securing it with heavy duty glue
  Paint the finished product in a colorful tone
Equipment and Tools Needed:
  2 work-benches
  Table saw
  4 extra blades
  3 pairs of pliers
  X gallons of paint
  X gallons of Glue

Logistics:
  Raw materials at Home Depot will be obtained using the POV of Susie P
Cans to be delivered by the Center
Magnifiers will be purchased over the Internet and delivered via UPS
Outgoing product will be delivered by POV of team members to teachers

Marketing:

Price: Retail price to the teachers at $X.xx
   Cost of product $xxx, plus 50% mark-up
   XX number of people said they would pay at least $xxxxx.

Promotion:
   Fliers - with toll-free number
   Presentations at Staff Days, PSTA meetings

Place:
   Teachers in their classrooms or wherever they want the product delivered

Accounting:
   Traditional
   VP of Finance/Accounting is responsible
   Use Computer and Software Package SXSX for
Accounting

Research and Development:
  On product, next time purchase cans without head and bottom
  On process, obtain a device which can adjust the bottom for fit (not pliers)

Finances:
  Need of $XXXX.
  Source: each partner will contribute $xxxx.

Management Information System:
  One computer (being donated)
  Software package for Accounting
  Windows operating system
  Microsoft Office

Charts:

Bibliography