Product Planning[1]

Name of company: _____

Headquarters: _____

Product/Service

Brand name	
Brand image	
Description	
Special features/unique selling proposition (USP)	
Target costumers	

Price

Estimated cost price	
Wholesale price	
Discounts	
Retail price	

Place

Target area(s)	
Distribution channels	
Transport	

Promotion

Advertising	
Public relations	
Special promotions	

[1] This worksheet is based on *Young Entrepreneurs*, Ernst Klett Verlag GmbH, Stuttgart 2002, p. 18.