School Store Product Analysis

The purpose of a product analysis is to give workers the opportunity to introduce new product into the school store. As a team complete the following:

Determine the Product

- I. Describe the items you wish to introduce.
- II. What are the features and benefits of the product?
- III. Evaluate the product using the following criteria:
 - Suitable for the school store?
 - To what group does the product appeal?
 - Does it stand up well/wear well?
 - Unique/not a duplicate?
 - Is the retail price in the right range?
 - Is it a good value?
 - Will it provide a satisfactory profit?
 - Is the item properly packaged?
- IV. What type of product is it?
- V. List the reasons why you think the product would be successful.
- VI. List any reasons why you the product might not be successful.

Determine the Supplier

List the possible suppliers from which to choose, including pros and cons for each, such as free shipping, satisfaction guarantee, good service, good pricing, etc.

List the prices for the product from each of these suppliers.

Choose a supplier and list the phone number, address and fax number of this supplier.

Implement the Introduction of the Product

- Inform class members.
- · Handle training of workers on product.
- Complete receiving, checking and marking product upon arrival.

Evaluate the performance of the product using the above criteria to use in making a recommendation for the further sale of the product.