

# DEVELOP YOUR PRODUCT OFFERING CHECKLIST

This checklist has been created by WrightObara to help you develop your product offering and sell in to retailers. It is drawn from our extensive experience helping manufacturers such as LG, Pyrex and GSK to create a detailed product offering and get their products ranged in major retail stores.

A product offering is everything you offer your customers that is connected to your product. This includes the product itself, but also further factors such as its price, positioning, USP, other consumer benefits, marketing support, and customer services. A product offering takes a holistic approach to help you understand and communicate to retailers exactly what you're going to provide the consumer.



# CONDUCT AND ANALYSE YOUR RESEARCH

## ANALYSE RESEARCH FROM R&D

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## CONDUCT SWOT ANALYSIS ON COMPETITORS

- Strengths
  - Weaknesses
  - Opportunities
  - Threats
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## IDENTIFY CONSUMER PAIN POINTS

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## IDENTIFY A GAP IN THE MARKET

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## DEVELOP UNIQUE SELLING PROPOSITION

- How do you differ to your competitors?
  - Are any of your competitor's weaknesses your strength?
  - Define how you differ: quality / first of a kind / distinctive feature / pricing / service / social benefit / ease of use / superlatives (biggest, strongest, fastest, cheapest)
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# UNDERSTAND YOUR AUDIENCE

## DEVELOP BUYER PERSONA(S)

- Gender: Male or female
- Age group: 12-24, 25-32 etc.
- Income level: Below £20k per annum, £21-£30k per annum etc.
- Social grade e.g. A,B,C1
- Usage (if applicable): Business, leisure
- Purchase influencers: Online shopping, social media, friend recommendations etc.
- Attitude: What's their attitude towards your product? How do they consume it? For example: "I like to use my phone for taking high-quality videos at gigs so having a good camera with low-light recording is essential."
- Hobbies: What do they do for fun? Where do they socialise? For example, a person who's into extreme sports may want a phone with good image stabilisation so they can capture the action.
- Pain points: What are their problems? What issues do they need solving?
- Buying motivations: How does your product solve their issues? What's the benefit for your ideal buyer?
- Buying concerns: What could potentially stop them from buying the product? For example, price or durability.

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## CREATE A PEN PORTRAIT OF YOUR BUYER PERSONA(S)

- A short description (200 words max) of how the buyer persona would describe themselves.
- Incorporate all the key points from your buyer persona (age, hobbies and interests, family, purchase influencers, buying motivations etc.).
- Adding an image of your buyer persona and giving them a name will engender more of an emotional connection with the retailer.

# CONDUCT AND ANALYSE YOUR RESEARCH

## CREATE LIST OF YOUR PRODUCT'S FEATURES AND BENEFITS

- Consider the top three that appeal to your buyer persona.
  - How will they improve your buyer persona's lifestyle?
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## DEVELOP YOUR RRP

- Setting your RRP should be done in conjunction with Accounting and Sales.
  - What is the general market condition and industry health?
  - Does your pricing reflect the quality of your product?
  - Is there a high demand for your product with little competition or are you in a saturated market?
  - What are your competitors' prices?
  - Can your USP justify a higher price?
  - Can your buyer personas afford it?
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## LIST BENEFITS FOR RETAILER

- Sales projections
  - Allocated marketing spend to support product
  - Promotion concepts
  - POS material availability
  - Profit margin
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# BUILD YOUR BRAND

## POSITIONING

- Are you going to be high-end, mass market or budget?
  - If you were a car, what car would you be?
  - If you were a supermarket, what supermarket would you be?
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## PRODUCT NAME

- Keep it brief, appropriate, easy to pronounce, extendable and likeable.
  - Does the name reflect the benefits?
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## COLOUR

- Have you defined a brand colour palette?
  - Pick one or two primary colours and up-to three secondary / complimentary colours.
  - Choose colours that evoke specific emotions.
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## LOGO

- What colours, font and iconography are you going to use?
  - Does it have meaning?
  - Do you utilise white space?
  - Is it unique?
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# BUILD YOUR BRAND

## FONTS / TYPOGRAPHY

- Does your font complement your brand?
  - Are you big and bold, minimalist modern, stylish and sophisticated or casual and creative?
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## TONE OF VOICE

- Does your tone of voice match your brand?
  - Are you the voice of authority, fun and energetic or a chatty friend?
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## MESSAGING

- How will you communicate the features and benefits?
  - Keep your key messages to a maximum of three simple sentences.
  - Ensure the messaging communicates your USP and speaks to your buyer persona(s).
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## HIGH-QUALITY PRODUCT IMAGES

- Take high-res professional photographs of your product or prototype or use high-quality photo-realistic 3D renders to use in all your branded marketing material.
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# BUILD YOUR BRAND

## PRODUCT VIDEOS

- Increase your chance of sell-in to retailers with a short, creative video highlighting the features and benefits and showcasing your design.

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## PACKAGING

- Should reflect your overall branding.
- Consider colours, shape, material, fonts and messaging.

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## POS DISPLAY DESIGN

- Give the retailers an idea of how the marketing will look in retail stores to improve their product perception.
- Display stands, posters, shelf-edging, end caps, dummy boxes, floor vinyl graphics and mobiles. All must be creative and reflect your brand messaging.

## FANCY A CHAT?

Do you have any checklist items uncovered? We're happy to help you develop your product offering. Contact us now for free advice from one of our experts.

**No pressure. No obligations. No hassle.**

Call us on 020 70 60 2711, or email [info@wrightobara.com](mailto:info@wrightobara.com)