

Block Commercial constraints/opportunities

Product	
Target price	What should the product retail for
On brand	Does it follow our brand guidelines
Cross selling	What existing products will it sit with and help sell it
Packaging/Dispatch Packaging	How will it be sold in the shop/how will it safely get to the end consumer
Point of Sale/branding/price tag	Does it need anything extra to be sold in shops
Category	What shop category does it sit in?
Perceived value	Has it got s high or low received value?
Sales potential- bronze to platinum	(Internal)
Branding	Does it carry our branding and follow our rules
Market	
Sex	
Size	
Gift Potential	
Social Currency	Will social media help it sell?
Sales	
usp/hook/emotional connection/story	Describe the USP in 12 words, this will be the strapline on the packaging

If we were to be copied how would they do it	
Photography	How well will it photograph, how will it be styled?
seo	Is there potential opprtunities in SEO
Barriers to Sales/Reordering	
Longevity of product	
Seasonality	
Typical Shop	
Competition	
On Trend?	
Press/blogs/social media	
Agents/Distributors/International sales	