

Creating a Business Plan: 5. When do people use my product?

Why do people use my product?

In what settings or environments do people use my product?

Are my products used for special occasions or everyday use? _____

Are my products necessities or luxury items? _____

Based on my answers above, what are the best venues to sell my product? _____

Based on my answers above, what are the best venues to market my product? _____
