

## Product And Market Analysis Tool by Better Never Stops

List Product/Service	Your Sales Volumes(1)	Your Sales Margin (2)	Customers (3)	Opportunity (4)	Your USP (5)	Competitor USP (6)	Like & Hassle (7)	TOTAL

**Use Ratings 1 (low) to 5 (high)**

1. Sales Volumes: 1 = large decline >20%, 2 = declining, 3 = flat, 4 = increasing, 5 = booming >20%
2. Sales Margin: 1 = <10%, 2 = <20%, 3 = <30%, 4: >40%, 5: >60% (NB: for service products you may need to increase %, i.e. <50%, <60%, <70%, <80%, >80%)
3. Customers: 1 = large decline >20%, 2 = declining, 3 = flat, 4 = increasing, 5 = booming >20%
4. Opportunity: 1 = large decline >20%, 2 = declining, 3 = flat, 4 = increasing, 5 = booming >20%
5. Your USP (Unique Selling Point): 1 = well behind competitor, 2 = behind, 3 = same, 4 = advantage, 5 = many advantages
6. Your Competitors USP: 1 = Many competitors better, 2 = some better, 3 = same, 4 = very few, 5 = none better
7. Like & Hassle: 1= high hassle/dislike, 2= hassle/dislike, 3= okay, 4 = low hassle & Like, 5 = our sweet spot

