

---

# **Satisfying Real Market Needs**

---

# Objectives

---

1. Why would customers need my product?
  2. What is the best way to assess customer needs?
  3. What features (size, weight, durability, etc.)?
  4. Why does my product fit customer needs better than those of current and future competitors?
  5. What price should I charge?
-

## Is it economically feasible to produce your anticipated product or service?

---

- Beware overdesigning the product to the point that the price is beyond your customer
  - Keep production costs manageable and volume appropriately high
  - High development + low demand = unprofitable opportunity
-



TESLA MOTORS

[media](#) [merchandise](#) [blogs](#) [contact us](#) [owners](#)

HOME

DESIGN

PERFORMANCE

EFFICIENCY

MORE

RESERVE



## Now in Production

The Tesla Roadster:

- 100% electric
- 0 to 60 mph in 3.9 seconds
- 14,000 rpm redline
- Burns no oil\*
- 244 miles per charge\*
- Pennies per mile\*

[more images](#)

- Reservations for the Tesla Roadster are open to all U.S. residents
- 2009MY Roadster base price: \$109,000 (see 2009 spec sheet for more details)
- Availability approximately 12 months
- \$5000 refundable reservation fee starts the process and locks in price\*
- Additional \$55,000 to lock in a production slot and delivery timeframe.
- Exterior/interior choices, options and balance due 3 months prior to production of your Roadster
- Submit your questions [here](#), or call 650-413-6300.



# IT'S MORE CAR THAN ELECTRIC.

LOCATE A PARTICIPATING VOLT DEALER

LEASE THE 2011 CHEVROLET VOLT FOR AS LOW AS \$350<sup>2</sup>/MONTH FOR 36 MONTHS. \$2,500 DUE AT LEASE SIGNING. INCLUDES SECURITY DEPOSIT, TAX, TITLE, LICENSE, AND DEALER FEES EXTRA. OR PURCHASE FOR AS LOW AS \$33,500 NET<sup>3</sup>. PRICE AFTER TAX SAVINGS. NET PRICE SHOWN INCLUDES THE FULL \$7,500 TAX CREDIT. \$41,000 MSRP<sup>4</sup> WITH FEDERAL TAX SAVINGS FROM \$0 UP TO \$7,500.



Arriving at the end of 2010. Preproduction model shown/described. Actual production model will vary.

Find out what makes Volt different, smarter and better.

[Pricing & Features](#) →  
[Exterior/Interior Colors](#) →

[Proving Ground \(11\)](#) →  
[Technology \(16\)](#) →

[Performance/Efficiency \(7\)](#) →  
[Connectivity \(6\)](#) →

[Benefits of Electricity \(9\)](#) →  
[Design \(2\)](#) →





Global Electric Motorcars

A Chrysler Company

e2 e4 e6 eS eL eLxD

CHOOSE YOUR MODEL



e2



starting at \$6,795.00

e4



starting at \$9,695.00

e6



starting at \$12,495.00

eS



starting at \$7,995.00

eL



starting at \$9,595.00

eLxD



starting at \$10,995.00

e2 *special edition*



starting at \$11,995.00

e4 *special edition*



starting at \$14,995.00

e6 *special edition*



starting at \$17,495.00

## Be honest with yourself about competing products and how your product compares

---

- If trying to convince yourself that your solution is better than the competitors, this may lead to over-optimism.
  - When one is overoptimistic, they tend not to see things realistically.
  - Instead, engage in a fair evaluation of the strengths & weaknesses of your solution to the customers' current & future needs.
-

## Use your relationships to explore new venture opportunities

---

- Use your social networks to gather information about competitors and their products
  - Talk to friends, family, potential customers, competitors, and others in the field for feedback
-



## Understanding the marketing and selling processes

---

- To be successful at entrepreneurship, you also have to understand how to market and sell new products and services.
    - The best marketed products often outsell the best products (if not marketed well)
  - Focus on two very important concepts:
    - Understanding the process of personal selling
    - Understanding the pricing of new products & services
-

## Success and profits depend on pricing right

---

- Costs include designing, producing, distributing, marketing, and supporting the new product
  - Know the fixed costs, the variable costs, and the hidden costs of producing selling your product/service to the market.
    - Examine competitors' financials (particularly if they are a public traded company) to help scope your own financial forecasts and goals
-

## Beware of under-pricing your product

---

- You must estimate the volume of your sales to determine if your price is high enough to cover costs when fixed costs are large.
  - When you introduce a new product you should be mindful of the price of competing products.
  - If offering a comparable levels of features, price your product just under the price of competitors.
-

# Summary

---

1. Why would customers need my product?
  2. What is the best way to assess customer needs?
  3. What features (size, weight, durability, etc.)?
  4. Why does my product fit customer needs better than those of current and future competitors?
  5. What price should I charge?
-