

# Product Review & Strategy – Worksheet

## Developing Your Product Action Plan

### Part 1: Quality

	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
1.1 Do products and services meet specifications and standards required by customers?	Yes / No	
1.2 Do products and services consistently meet the needs and preferences of customers?	Yes / No	
1.3 Do your own suppliers meet your standards?	Yes / No	

## Part 2: Features

	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
2.1 Are product features competitive with those offered by competitors?	Yes / No	
2.2 Do features reflect the local culture/customs?	Yes / No	

## Part 3: Style

	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
3.1 Does the style of your products reflect customer tastes/preferences?	Yes / No	
3.2 Would style based changes to your product improve sales, outweighing the costs involved?	Yes / No	

## Part 4: Sizes

	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
4.1 Do your sizes conform to legislation?	Yes / No	
4.2 Can size changes provide a marketing difference to attract customers?	Yes / No	
4.3 Does the size adversely affect the quality of the product?	Yes / No	
4.4 Can size be changed to take advantage of the limitations of freight containers, to reduce freight costs?	Yes / No	

## Part 5: Brand Name

	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
5.1 How important is it to maintain control over your brand name, in the short and long term?	1 2 3 4 5 6 7 8 9 10	
5.2 Will consumers pay a premium for a branded product?	Yes / No	
5.3 What support can you provide for your brand name?	N/A	
5.4 Will your representative protect your brand interests?	Yes / No	

## Part 6: Packaging

	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
6.1 Will the product survive the additional handling and the heat/humidity of the tropics?	Yes / No	
6.2 Will the product inside the packaging be finally presented as intended?	Yes / No	
6.3 Does the packaging comply with regulations, both for Australian export and the importing country?	Yes / No	
6.4 Are the people who are responsible also accountable if there are any problems?	Yes / No	
6.5 Is the external labelling in the language of the importing country?	Yes / No	
6.6 Should instructions be in the local language for packaging (assembly/ specifications) ?	Yes / No	
6.8 Will the label stay on?	Yes / No	

<b>Part 6 Continued</b>	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
6.9 Would it be helpful for labels to be in more than one language?	Yes / No	
6.10 Would it be helpful to include some product information on the label?	Yes / No	
6.11 Does the label reflect local culture?	Yes / No	

## Part 7: After-sales service

	<b>Answer (Circle or Highlight)</b>	<b>Comment</b>
7.1 How does your after-sales service compare with the competition?	1 2 3 4 5 6 7 8 9 10	
7.2 Are the local service providers trained and have they the necessary skills?	Yes / No	
7.4 How much service/maintenance is expected to be handled from Australia?	1 2 3 4 5 6 7 8 9 10	
7.5 Are the servicing costs manageable?	Yes / No	

## Product Action Plan

Aspect	Modification Required Action Plan	Person Responsible	By when
Quality			
Features			
Style			
Sizes			
Brand name			
Packaging			
After Sales Services			

For assistance call or email the International Competitiveness Team on  
1300 776 063 or email [big@aigroup.com.au](mailto:big@aigroup.com.au)