



by



# Product/Service Highlight Interview Questions

1. Can you tell us a bit about your business and what makes your product or service unique in the market?
2. How did you come up with the idea for your product or service?
3. What are the main features and benefits of your product or service?
4. How do you ensure quality and customer satisfaction with your product or service?
5. Can you walk us through your target audience and how you cater to their needs?
6. What are some of the challenges you faced when starting or promoting your business?
7. How do you handle competition and stand out in a crowded market?
8. Can you share any success stories or positive feedback from your customers?
9. How has your business evolved since it first launched and what are your future goals?
10. What advice would you give to other small businesses looking to develop and market their own product or service?