A picture containing drawing

Description automatically generated **Client Questionnaire**

|  |  |
| --- | --- |
| **Name:** | |
| **Product(S):** | |
| **Email:** | |
| **Phone:** | |
| **Date:** | **Reference #**  **(PIE USE ONLY)** |
| Please answer the questions below to the best of your ability | |
| 1. **What is your current profession?** | |
| 1. **What experience do you have in the consumer products field, especially Pet?** | |
| 1. **Is this your first entrepreneurial venture?** | |
| 1. **What gave you the idea for your product?** | |
| 1. **Describe your product(s). What need does it fill and why? Features & Benefits** | |
| 1. **Give us three reasons why the consumer should buy? (“Made in USA” should not be a choice)** | |
| 1. **What is the MSRP(Manufacturer’s Suggested Retail Price)** | |
| 1. **Who is the target consumer? Be as specific as possible.** | |
| 1. **How many/much do you expect to sell? How large is the potential market?** | |
| 1. **Where are similar products sold?** | |
| 1. **Who is the competition?** | |
| 1. **Do you have a utility or design patent?** | |
| 1. **Have you formed a company? LLC or Corporation?** | |
| 1. **Have you approached anyone regarding licensing or sale of your product concept?** | |
| 1. **Are you currently selling, and if so:**   **a). to whom, how, where and how much:**  **b). Do you have a published price list?**  **c). Where is it being produced?** | |
| 1. **When needed, do you have an accurate COG (Cost of Goods) as well as fixed and variable costs?** | |
| 1. **If you are not selling product…Do you have a prototype?** | |
| 1. **What are your funding plans/needs?** | |
| 1. **Do you have anything in your financial history which would negatively or positively affect obtaining outside funding?** | |
| 1. **What is your plan/goal/exit strategy?** | |
| 1. **Where do you go from here? Do you have any more products or ideas or?** | |
| **Additional Comments:** | |

When completed, please save this document with a unique name which includes your company name, and email to greg@petsphd with your inquiry about our services. Thank You