1. What is your vision?
2. What does, or what would you like, your company mission statement to indicate?
3. What type of product are you interested in creating/manufacturing?
4. Do you have a sample of the product or a formulation that you want replicated?
5. Do you already have a brand, or would you like to create a concept based on your vision?
6. Who is your target market? (your product positioning statement, such as age group, lifestyle, gender, etc...)?
7. Do you have an idea of the price range in which you would like your product to sell?
8. What message would you like your product to communicate?
9. What attributes or emotions would you like associated with your product and your brand?
10. What size product are you looking to produce?
11. What volume of your product are you looking to introduce into the market?