

Worksheet 1: Product/Service Definition

As you write the descriptions, keep an image in mind. Try to communicate what the potential buyer wants to know about your product and why he or she should be interested in it. Condense the four descriptions into a brief, but precise capsule definition of no more than 50 words.

Product features (Describe the product, size, quality mix, varieties, types, etc.)

Service features (Describe delivery, processing, packaging, instructions, range of services offered, etc.)

Marketing season (Describe the months in which the product or service is offered and explain.)

Benefit to the buyer or user (Describe how the product or service fills a buyer’s needs.)

Capsule definition (Combine the above description into a definitive paragraph of less than 50 words.)
