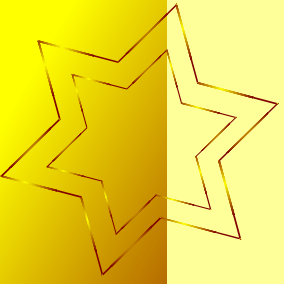


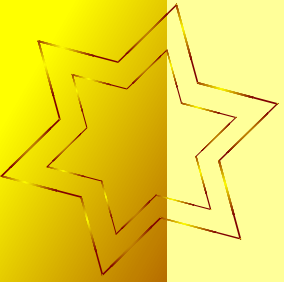
Introducing a New Product

Title



Long-term Goal

- State the intended goal



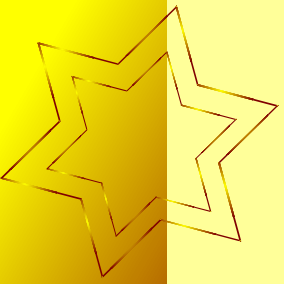
Customer Wishes

- Describe customer needs and wishes
- Explain the requirements



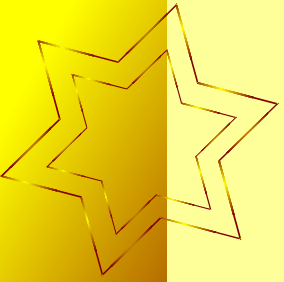
Fulfilling Customer Needs

- Describe the main attributes of the product
- Link the product attributes to customer needs



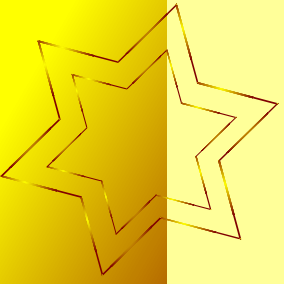
Cost Analysis

- Indicate the financial advantages for the customer
- Compare quality and price with those of the competition



Strengths and Advantages

- Summarize the special features and advantages of the product being introduced



Next Steps of Action

- Explain the steps that now need to be taken