# **CLIENT MEETING QUESTIONNAIRE**

This list of questions will help you further define the methodology for the statement of work and will help you better understand the needs of the client.

If there are a lot of “I don’t knows” after completing the discovery process, then your client is either not ready or they may require the “total package”.

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| **WHAT CATEGORY IS THE PRODUCT IN?**  New product line, core product revision, line extensions,  changes to augmented product, repositioning. |
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| **WHAT IS THE PRODUCT AND HOW IS IT MANUFACTURED?**  Understand the company’s capabilities and capacity for manufacturing a new product. Are your suppliers, co-packers or private labelers all lined up or are you still exploring production options? |
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| **WHO WILL USE THE PRODUCT?**  Who is the target customer/end user: retailers vs. foodservice? |
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| **HOW WILL IT BE USED?** **WHAT PREPARATION IS NECESSARY BY THE CUSTOMER?** |
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| **HOW WILL THE CUSTOMER BENEFIT FROM IT? DOES IT HAVE ANY OTHER USES?** |
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| **WHO IS THE COMPETITION AND WHAT IS THE PRICE AND SIZE AVAILABLE?** |
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| **HOW IS THE PRODUCT DIFFERENT FROM THE COMPETITION?** |
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| **WHERE WILL THE PRODUCT BE AVAILABLE? WHAT ARE YOUR DISTRIBUTIONS CHANNELS?**  Direct to retailers? Selling to distributors? Private label? Box stores or mom and pop? Online only? |
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| **HOW WILL THE PRODUCT BE PACKAGED?**  For example: bottle, jar, box, can, tube, or bag, etc. |
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| **ARE YOUR NUTRITIONAL FACTS DONE? HOW ABOUT INGREDIENTS?** |
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| **ARE THERE ANY REGULATORY REQUIREMENTS FOR YOUR PRODUCT/PACKAGING?** |
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| **WHEN WOULD YOU LIKE TO HAVE THIS PRODUCT FINISHED (OR EXPECTED LAUNCH DATE)?** |
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