

Business Management Module 1: Product Description

Describe your enterprise or product. Begin by noting industry trends, general market conditions, and/or perceived marketing opportunities that may exist locally, regionally, nationally, or internationally. Then describe the unique features that distinguish your product or service within the marketplace. How easily could competitors imitate these features?

Enterprise or Product: _____

Industry Trends/Changing Market Conditions:

Characteristic 1: _____

Easy to imitate? Y/N _____

Characteristic 2: _____

Easy to imitate? Y/N _____

Characteristic 3: _____

Easy to imitate? Y/N _____

Summarize the unique features that distinguish the product/enterprise in the marketplace:

What partners or other support do you have?
