

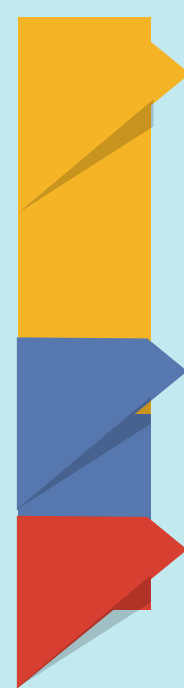
# Private Product Analysis



Compare your product to products in its category analyzing price, packaging, and quality.

Know your product's peer group.

We compare all attributes with our giant database of products sold in the USA.



**67** % Positive

**21** % Neutral

**12** % Negatives

What are the positive and potentially negative attributes of your product?

Let's increase your positives.



## Is It A Winner?

- A. As a judging captain at the nation's top wine & spirits competitions I know what judges are looking for.
- B. As a former buyer for the nation's leading retailer I know what buyers & customers are looking for.
- C. Discover what makes your product Gold Medal material or what needs to be tweaked to earn this coveted award.

## Value

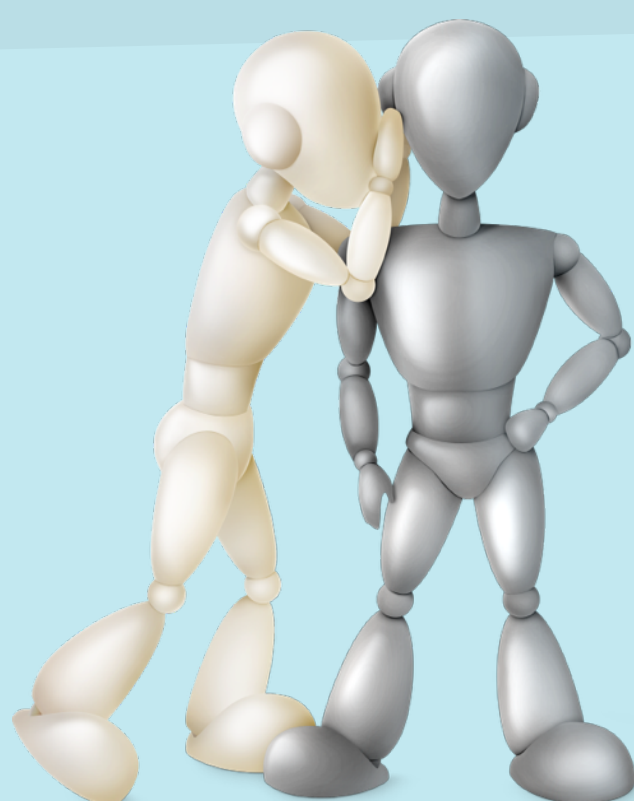
### Is your product a value?

Value doesn't mean cheap rather a complex and unconscious evaluation consumers make comparing price, quality, and image.



## Marketing

- What does your product name suggest?
- Are you reaching the desired crowd?
- Does the packaging turn-off targeted buyers?



## Private And Confidential

Our full analysis is delivered in a report (typically three pages) and includes solutions as well as a critique.

If desired, a private conversation can be requested after the report is delivered.

Trust that the analysis is 100% confidential. No one will ever learn from us that the evaluation has been requested.

Put my three decades of experience to work for you.