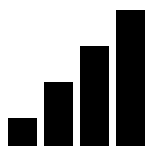


RFQ Readiness Checklist

Ready to convert your big idea into a product you can sell? Professionals at Baysource and CMD will put 30 years of experience to work for you and get the job done. First, help us help you by supplying key information to make the process go smoothly.



Plan

- Market research: total market, serviced market, target market, opportunity analysis
- “Typical” customer profile, product positioning, value proposition, differentiators
- Product narrative, description, history, market, use/application
- Photos and/or video of product functionality
- Competitive analysis
- Business case and break-even analysis
- Funding for product development and launch
- Samples, if available (4-6 units are ideal for accurate factory quotes)



Make

- List of components in a Bill of Material (BOM)
- 2D, 3D drawings
- Production-ready drawings with quality tolerances
- Materials, finishes, colors, technical specifications.
- Critical to quality requirements
- Target cost
- Initial order requirements and forecast of annual quantities
- Certifications or testing (if applicable)
- Fit and function testing
- Merchandising and packaging (primary and secondary)
- Logistics, consolidation, export plan



Launch

- Patent(s) applied for in countries in which product will be sold
- Product pricing
- Warehousing: 3PL, company-owned, broker/distributor, Amazon or e-commerce
- Distribution channels: retail (big box, brick and mortar), specialty sales and distribution, e-commerce, etc.
- Customer service, support
- Order processing, warranty management
- Branding
- Launch plan, campaign, promotion program, online/offline
- Sales enablement