

BUSINESSLAND PRODUCT EVALUATION

PRODUCT SUBMISSION CHECKLIST

COMPANY DESCRIPTION - History, funding, officers, financial history, ownership, sales volumes.

PRODUCT DESCRIPTION AND HISTORY - Product specifications, target uses, compatibility, date of first production shipment, number sold to date

DETAILED DESCRIPTION OF MARKETING PLANS - Target market, channels of distribution, advertising plans and budgets, outside OEM sales arrangements or agreements

COMPARISON TO MAJOR COMPETITIVE PRODUCTS

SERVICE AND SUPPORT PLANS - Technical support hot lines, warranty period, availability of customer and sales training if appropriate, field sales support personnel

PRICING - Suggested retail price, anticipated range of margins available, location of manufacturing facility, licensing limitations

HARDWARE ONLY - Name of OEM manufacturer or suppliers if applicable, location of manufacturing facility, licensing limitations

SOFTWARE ONLY - Owner of source code rights, hardware configuration requirements

HARDWARE TERMS - 50% margin, 60 day notice on product changes or new products, 60 day price protection for price changes, 60 day terms, special discounts for demo inventory, unlimited return privileges during introductory period

SOFTWARE TERMS - 60% margin, free upgrades to current inventory in the event of new versions, 60 day notice for new versions or products, 90 day price protection, liberal stock balancing, 60 day terms, guaranteed 10 day delivery for cash payment, unlimited return privileges during introductory period, free demo stock