

## PRODUCT INFORMATION

12 For each product or service successfully introduced into the export market, **describe briefly in point form:**

a) Whether the product or service was introduced to one of the firm's "traditional" markets or to a "new" market:

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b) If the product or service displaced a competitor's product or an earlier version of the same product:

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c) Nature of foreign competition:

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d) How the market for the product or service was identified:

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e) The key to the successful introduction of the product or service (e.g., price, reliability, promotion, financing, etc.):

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