

Satisfying Real Market Needs





Objectives

- 1. Why would customers need my product?
- 2. What is the best way to assess customer needs?
- 3. What features (size, weight, durability, etc.)?
- 4. Why does my product fit customer needs better than those of current and future competitors?
- 5. What price should I charge?





Is it economically feasible to produce your anticipated product or service?

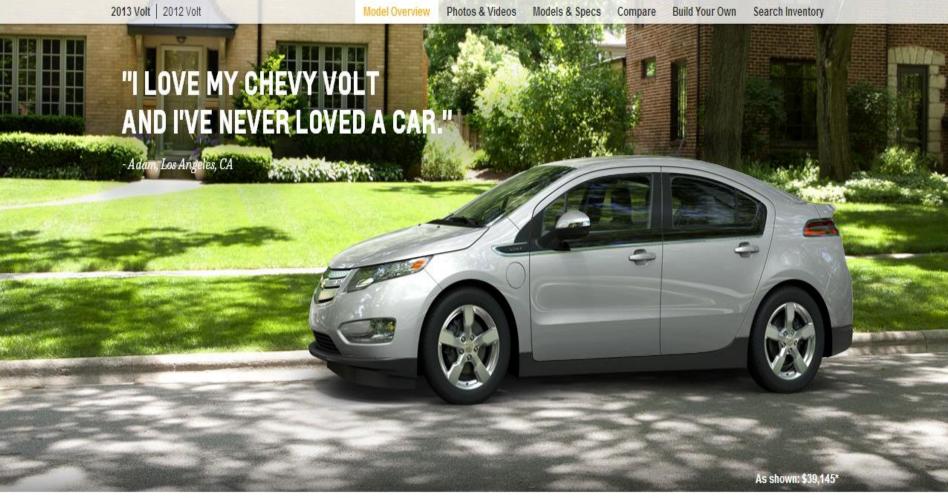
- Beware overdesigning the product to the point that the price is beyond your customer
- Keep production costs manageable and volume appropriately high
- High development + low demand = unprofitable opportunity







- Reservations for the Tesla Roadster are open to all U.S. residents
- 2009MY Roadster base price: \$109,000 (see 2009 spec sheet for more details)
- Availability approximately 12 months
- \$5000 refundable reservation fee starts the process and locks in price*
- Additional \$55,000 to lock in a production slot and delivery timeframe.
- Exterior/interior choices, options and balance due 3 months prior to production of your Roadster.
- Submit your questions here, or call 650-413-6300.



Change Color

Connect with Volt: Like Follow

MSRP*1 as low as

\$31,645

Price after tax savings. Net price shown includes the full \$7,500 tax credit* 1. \$39,145 MSRP* 1.2 with federal tax savings from \$0 up to \$7,500.

Lease Starting At

36 month lease†

Current Offers

36 mo, \$2,399 due at signing

Tax, title, license and dealer fees extra. Your payments may vary. Mileage charge of \$.25/mile over 38,000 miles. At participating dealers only.

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@2



starting at \$6,795.00



starting at \$9,695.00



starting at \$12,495.00



@S



starting at \$7,995.00





starting at \$9,595.00





starting at \$10,995.00

@2 special edition



starting at \$11,995.00

special edition



starting at \$14,995.00

@6 special edition



starting at \$17,495.00



ZERO EMISSIONS. ZERO COMPROMISES.



ORDER

TEST DRIVE

CONTACT

EXPLORE THE TRUE COST OF

OWNERSHIP



"By any measure, the Tesla Model S is a truly remarkable automobile."

MOTOR TREND'S 2013 CAR OF THE YEAR



"It's the performance that won us over. The crazy speed builds silently and then pulls back the edges of your face. It had all of us endangering our licenses." 99

"The Tesla Model S is our top-scoring car"

ONSUMER REPORTS



Be honest with yourself about competing products and how your product compares

- If trying to convince yourself that your solution is better than the competitors, this may lead to over-optimism.
- Instead, engage in a fair evaluation of the strengths & weaknesses of your solution to the customers' current & future needs.





Use your relationships to explore new venture opportunities

- Use your social networks to gather information about competitors and their products
- Talk to friends, family, potential customers, competitors, and others in the field for feedback





Understanding the marketing & selling processes

- To be successful at entrepreneurship, you also have to understand how to market and sell new products and services.
 - The best marketed products often outsell the best products (if not marketed well)
- Focus on two very important concepts:
 - Understanding the process of personal selling
 - Understanding the pricing of new products & services





Success and profits depend on pricing right

- Costs include designing, producing, distributing, marketing, and supporting the new product
- Know the fixed costs, the variable costs, and the hidden costs of producing selling your product/service to the market.
 - Examine competitors' financials (particularly if they are a public traded company) to help scope your own financial forecasts and goals





Beware of under-pricing your product

- You must estimate the volume of your sales to determine if you price is high enough to cover costs when fixed costs are large.
- When you introduce a new product you should be mindful of the price of competing products.
- If offering a comparable levels of features, price your product just under the price of competitors.





Summary

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