**Illustrate the contents of a Market Requirements Document (MRD)**

An MRD should address four key areas. Here is a tabular overview of each section. This illustration builds on the Play Doggie Play LLC scenario illustrated in the Initial Project Charter.

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| Section | Title | Contents |
| 1 | Market segment | * Targeted market segment   + Focus on the United States market. * Specific buyers and users who are concerned with their dog’s safety and desire secure online ordering.   + Desire safe and fun toys for their dog   + Are cautious of dog toy products not manufactured in the United States * The focus is on the nuclear family as the primary targeted segment |
| 2 | Market problem | * Some dog toys are harmful and can injure your dog. * Owners want toys that satisfy the dog’s need to play, are durable, not dangerous to the dog’s health, and are not toxic. * Buyers want a blend of toy products and are willing to pay for quality. |
| 3 | Market requirements | * Desired toy types include:   + Training toys   + Chew toys   + Squeaky toys   + Stuffed plush toys   + Rope toys * Buyers want toys that are:   + Certified as safe   + Passed rigid testing and have proven durability   + Reasonably priced   + Available online * Success measures include:   + Ease of ordering: it should require no more than 10 minutes to complete an order   + On-time delivery within 72 hours   + Secure payment systems   + Product bundle choices and varieties |
| 4 | Prioritization | * Prioritize each listed requirement against the perceived market importance  1. Safety certification 2. Product bundle options and ease of ordering 3. On-time delivery 4. Secure payment system |