

Defining Your Products Requirements

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The Goal of This Class...

Now that you've validated your product idea, you'll need to

1. define the products requirements so that you can
2. communicate them to a designer or manufacturer

Before you source your products, put together a list of your requirements based on your customer and the requirements you discovered during validation.



Answer Some Questions...

Remember, you want to launch a quality product that will appeal to your customer...you're not looking for the cheapest supplier, you're looking for the BEST supplier for your product!

You should know your products basic requirements, answer the following questions about each product...

What are the sizes and dimensions of the product?

Have a basic visualization

- Is it for puppies? Large Dogs?
- Define:
 - Size
 - Weight
 - Materials
 - thickness



What qualities should your product have?

Is it light and portable?

Is it heavy?

Is it durable?

Special Design?

etc



NOTE: You don't have to decide the exact material right now, but you should know the QUALITIES of that material (waterproof, smooth, rough, shape, soft, hard, unbreakable, etc)

Are there any certifications required for this type of product?

Is it food safe?

Is it child safe?

etc

Simple. They test "consumer **products**" and many of those **have** to meet mandatory safety standards. **Pet Products** are not classified as consumer **products** – therefore federal regulations do not exist – and manufacturers are not mandated to test their **products**.

www.centerforpetsafety.org › pet-parents › cps-certified ▾

[Center for Pet Safety Certified](#)

PRODUCTS WE REGULATE

Food

Drugs

Medical Devices

Radiation-Emitting Products

Vaccines, Blood, and Biologics

[Animal and Veterinary](#)

Cosmetics

Tobacco Products



Does the product require additional items? (think “what else goes with this product?”)

Instruction manual?

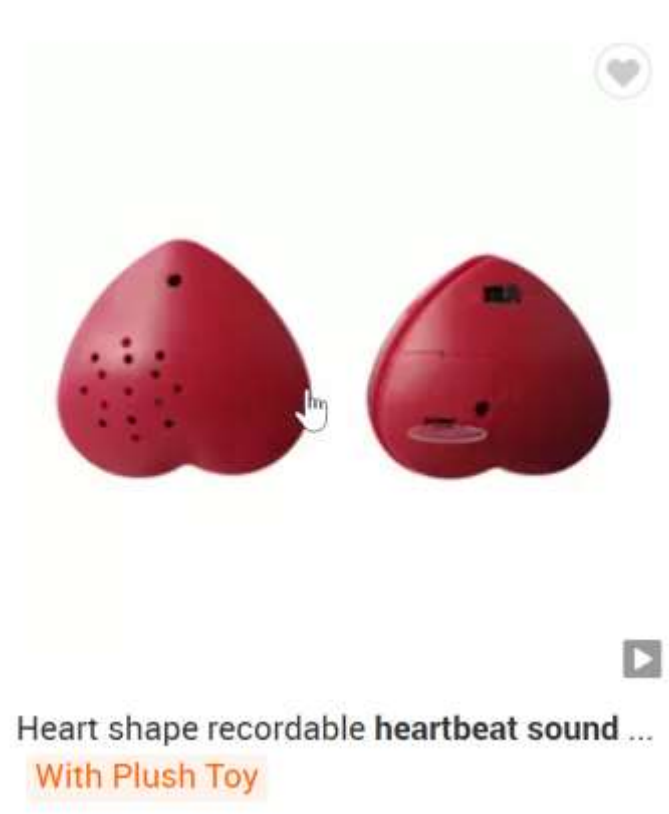
A case?

Type of Packaging?

Gift box?

Bundle kit?

Additionally, can you increase perceived value?

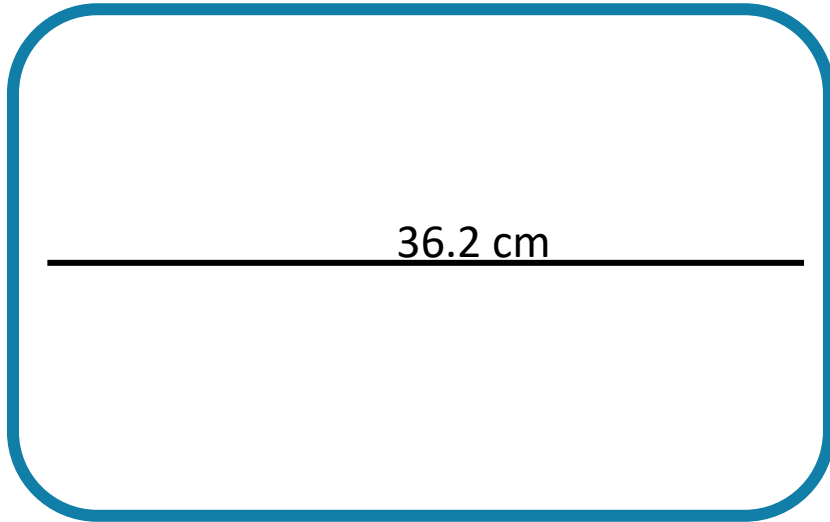


SiftEase Collapsible Bin

Requirements: dimension, product drawing, color, logo, logo size,
packaging requirements.

*****NEW UNIQUE DESIGN WILL REQUIRE NNN – SOURCE FACTORY FIRST**

Top View
顶视图



Short Side View
侧面图

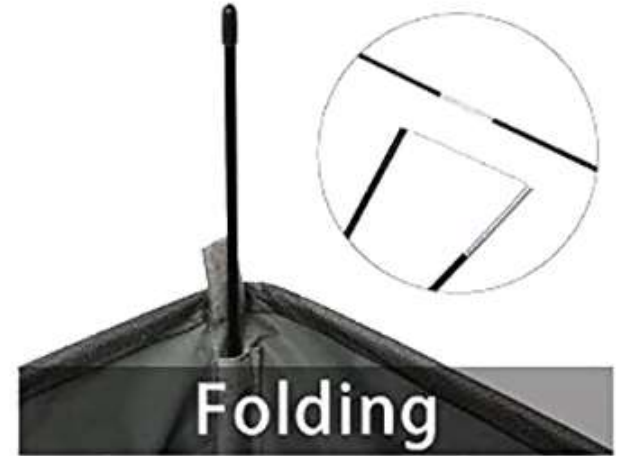


25.88 cm

38.1 cm

25.88 cm

No Liner 没有班轮



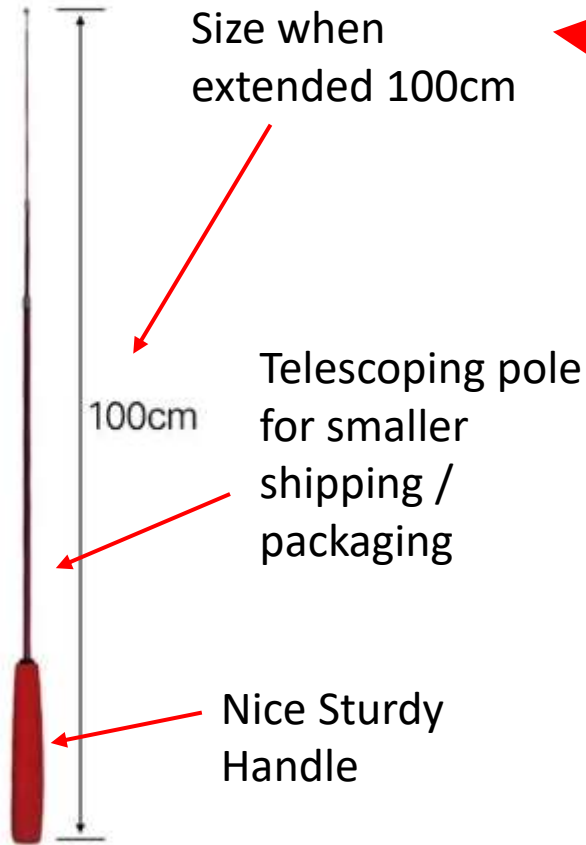


Cat Wand Toy

Requirements: dimension, product drawing, color, logo, logo size, packaging requirements.

*****NEW UNIQUE DESIGN WILL REQUIRE NNN – SOURCE FACTORY FIRST**

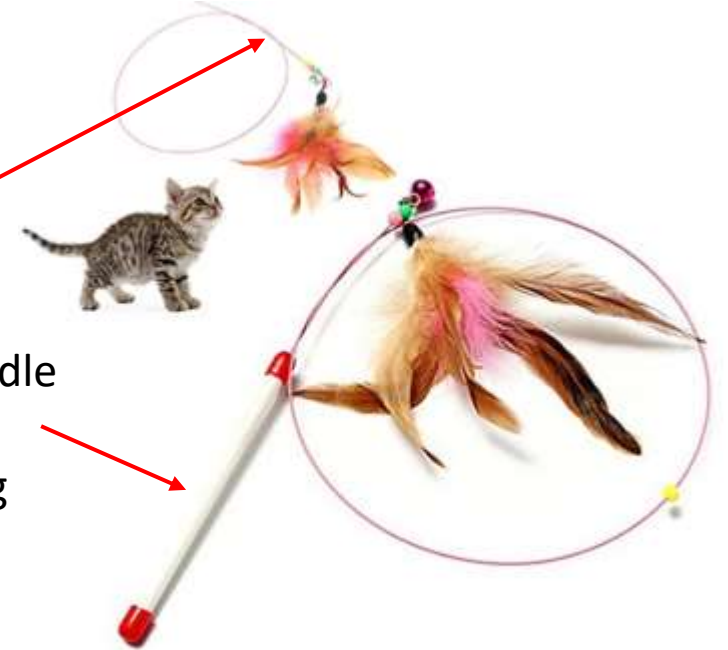
Cat Wand Toy – Wand requirements



Either wand type is OK, as long as other requirements can be met for toys & attachment type

Long Sturdy String

Shorter Handle With longer strong string



Cat Toy Types – Includes 5 Toys

1 Bird with
Feather tail Toy &
catnip inside –
this color



1 Mouse toy with
feather tails &
catnip inside –
this color



1 ball with
feather & catnip
inside – random
color ok



2 fuzzy and shiny
string balls OR
stuffed balls–
random color ok



Packaging

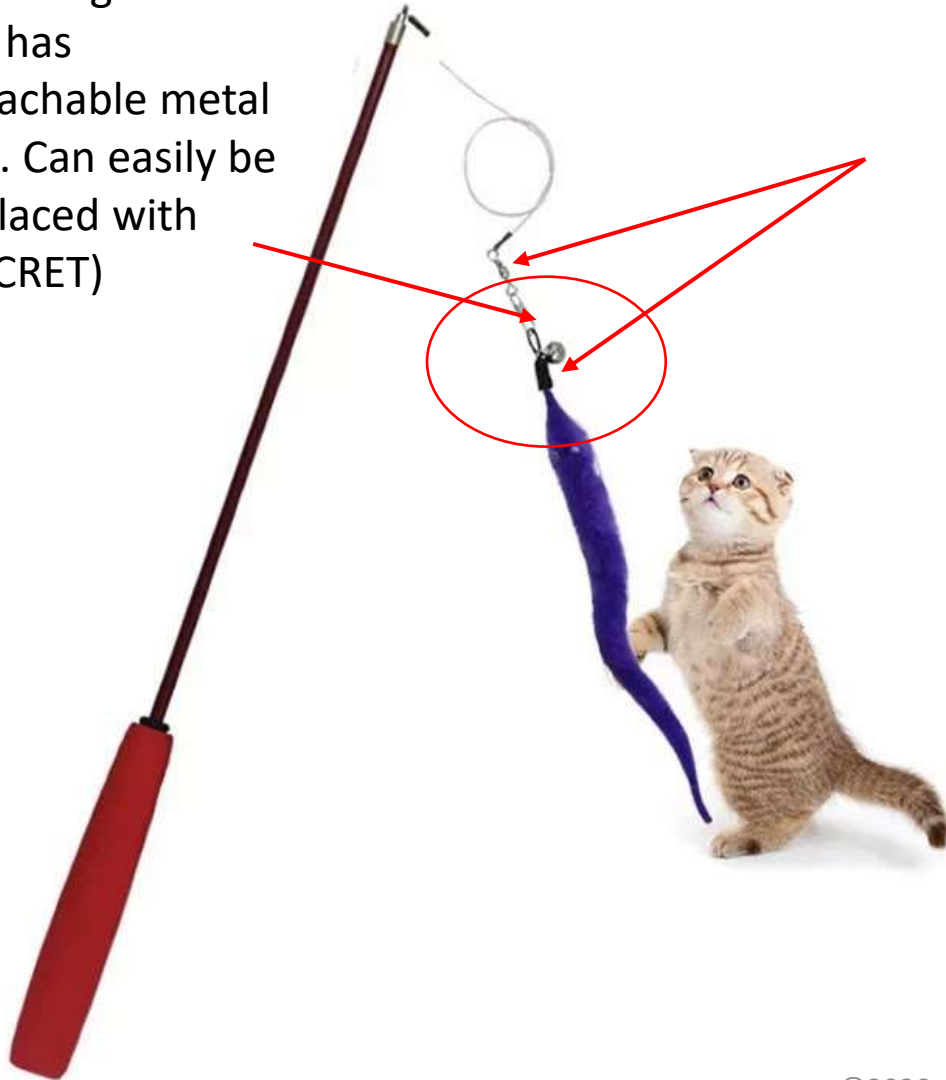


Either packaging type ok –
Customer can see
wand and toy
types through
package and we
can design with
logo and name



SECRET REQUIRES NNN – SIGN NNN FIRST

Old design- this toy has detachable metal clip. Can easily be replaced with (SECRET)



Old design- Replace attachment with (SECRET – this is revealed to my sourcing agent after NNN signed with them, then they find Factory and do NOT reveal this information until after NNN signed and we get samples)

IMPORTANT: First source wand and toy maker. We can source detachable toys from wand like this supplier here – then sign NNN before submitting this requirement

Cat Toy – where to put (SECRET)

Move jing
to above
(SECRET)

IMPORTANT: If using sourcing agent – first sign NNN with them before revealing these slides, then sign NNN with factory after you find the factory that is capable of differentiation.

String

Attach bell to
string attached to
ball or stuff inside
ball



Logo

IMPORTANT: First source wand and toy maker – then sign NNN before submitting this requirement

Quotes (no NNN)

IMPORTANT: Now we'll receive samples and decide which factory is the most capable of producing our differentiation...

Factory Name	Product Picture	Price	Quantity	Package	Address	Website
宏悠电子商务有限			5000 SETS		浙江省金华市东阳市白云街道汉宁西路	https://shop423510b951b/
文安县嘉昕宠物玩具制品厂		RMB8.5	10000SETS		河北 文安县 文安镇西光洲村	https://maozhuaban.1f
深圳市无名宠物用品有限公司		RMB10	10000		中国 广东 深圳市 南山区 南山街道 南新路向南海德大厦A座1001	https://wmcwyp.1688.
九牛宠物用品源头厂家		RMB7	1000pcs	already paid sample fee RMB19.65, customized sample fee RMB200. It can add a magnet on the string,moved the bell on the top of the animal toy.	中国 浙江 东阳市 白云街道书院路车辆检测站对面	https://shop14900855/

Requirements list Review

- ▶ Size/dimensions of product
- ▶ Qualities product should have
- ▶ Any certifications required
- ▶ Additional items with product

Your Mission: Requirements List

- ▶ Size/dimensions of product
- ▶ Qualities product should have
- ▶ Any certifications required
- ▶ Additional items with product
 - Instruction manual?
 - A case?
 - Gift box?
 - Bundle kit?
 - Increased perceived value? Packaging? Logo?

I will post a copy of these slides for your reference in creating your own requirements documents

I will also post contact information for Attorney who can do your NNN agreements for you

Up Next... Prototyping DIY Ensuring Your Idea works

Listen to the Podcast  **SELLER**
ROUNDTABLE AmazingatHome

Welcome to the Private Mastermind Group
LIVE SESSIONS - MONDAYS @ 8 PM & THURSDAYS @ 7 AM CST

- 6/1 Defining Your Products Requirements
- 6/4 Prototyping: DIY - Ensuring your Idea Works
- 6/8 Prototyping - Samples, Prototyping & Reverse Engineering
- 6/11 Special Guest Interview With 3D Designer
- 6/15 Introduction to Manufacturing: Types of Manufacturing
- 6/18 Finding the Right Supplier
- 6/22 Launching in E-Commerce (Why & How)
- 6/25 Intellectual Property (Patents, Trademarks)
- 6/29 Protecting Your Supply Chain

***LAST MONTHS CONTENT INCLUDED (PROFIT, IDEATION & VALIDATION)

AMAZING E-COMMERCE MASTERMIND GROUP

