

Research Assessment Form

Our goal is provide you with quality research to help you improve and successfully market your product. Your answers to the questions below will help us better understand your needs and recommend an appropriate research solution.

This form asks for general information about your product. Please contact us if you require an NDA before completing this form.

About Hit Laboratories

Hit Laboratories is a marketing research company specializing in consumer product development and marketing. We provide answers to leading service providers and consultants who use our information to make informed decisions for their clients.

*Helping people **Succeed**
by providing **Quality**,
Affordable research.*

Hit Laboratories helps product designers and inventors answer important questions, such as:

- What product features do people really want?
- Which concept variation is the best?
- Is my invention viable?

Our research also helps marketers with questions such as:

- How can I show retail buyers that my product has demand?
- Who is my target market, and how much will they pay?
- Which upsell products and continuity options are best?

As we look for new opportunities to serve and innovate, we strengthen long-term relationships of trust with our clients. Our sense of partnership and our passion for client success is responsible for our reputation for excellence.


Completing this form

An **online version** of this form is available at:

 hitlaboratories.com/assessment

Alternatively you may complete and return this form by:

 **email:** info@hitlaboratories.com

 **fax:** 1-888-589-3586

1. What is your contact information?

First name: _____ Last name: _____
Email: _____ Phone: _____

2. In addition to yourself, who else should we include as a point of contact for research discussion?

First name: _____ Last name: _____
Email: _____ Phone: _____

3. What is the full name of the company that owns the product?

Please leave blank if company not yet formed.

Company name: _____

4. What is the product's current (final or working) name?

Product name: _____

5. What is your relationship to the product?

- Inventor
- Sole owner
- Partner
- Investor
- Marketer
- Consultant
- Other

6. How finalized is the product concept?

- The concept is freely open to change
- The concept is mostly finalized
- The concept is completely finalized

7. What development/commercialization stage is the product in?

- Product concept
- Market research
- Prototype
- Small-run manufacturing
- Test marketing
- Mass marketing (e.g. retail placement, DRTV)

8. How are you interested in initially marketing the product?

- Online
 - Direct respond radio
 - Direct response TV
 - Catalogue / print
 - Retail
- Other: _____

9. Where are you interested in initially marketing the product?

- USA
- Canada
- Mexico or South America
- International - other

10. Who do you think the target market is?

- Mass-market (general population)
- Female mass-market
- Male mass-market
- Other: Gender M F Age: _____ Other attributes: _____

11. What do you think the product should sell for?

Price range: \$_____ to \$_____

12. Is the product:

- A single-purchase item
- Continuity-based, or have an integral continuity component
- I don't know

13. Are you planning bonus items for the product?

Bonus items are included with the main product and included in the offer price.

- Yes
- No
- I don't know

14. Are you planning up-sell items for the product?

Upsell items are additional items sold to a customer while or after they are buying the main product.

- Yes
- No
- I don't know

15. Do you plan to make any marketing claims about the product's efficacy, safety, or cost savings?

- Yes
- No
- I don't know

16. What are the main reasons you are interested in market research?

- Test the product viability
- Develop / design / engineer / manufacture the product
- Improve the current product's design, appeal, or effectiveness
- Learn how to better market the product
- Improve / optimize existing advertising (e.g. a video production)
- Help to get funding
- Help to get distribution
- Increase existing sales

17. What are the main questions you would like the research to answer? (optional)

18. What is your research budget range?

Research is generally allocated 10% of the development budget, and 10% of the marketing budget.

Budget range: \$_____ to \$_____

19. What services are you most interested in?

- Product viability testing and improvement ideas through consumer surveys
- Simulated test marketing using surveys to demonstrate consumer demand
- Product test placement in retail or live demonstration sales
- Online test sales with finished product or product concept
- Consumer testing panels to test and evaluate finished product
- Clinical trial testing

20. What forms of research have you already completed?

- Secondary research (competition, market size assessment, casual online research, etc.)
- Industry reports or other prepared research
- "Friends and family" casual feedback
- Self-administered survey
- Independently-administered survey
- Product testing with people (using actual product)
- Focus groups
- Test marketing

21. When do you plan to launch the product?

- It is already on the market
- In the next month
- 2-5 months from now
- 6-12 months from now
- Later than 12 months from now
- I don't know

22. Comments or additional information (optional)

Next Step



We will contact you to discuss possible research solutions that meet your specific needs. Based on your responses and any further information we require, we will prepare and deliver a research estimate.

Hit Laboratories' services in no way guarantee the tested product's commercial success, viability, potential, or failure in any market. Product sales are heavily influenced by marketing effectiveness and other factors. Hit Laboratories, its partners, legal representatives or assigns, and all persons functioning under its permission or authority are in no way responsible for losses or damages caused directly or indirectly by services. Through this document, research reports, and related communications Hit Laboratories and its employees are only conveying the opinions of survey respondents; neither respondents nor Hit Laboratories are evaluating the accuracy, suitability, or legality of potential product claims, are not providing marketing advice, and are not testing or certifying any product for safety. The recipient of any research results should seek appropriate legal advice before advertising or selling any products or services. All statistical results possess an inherent margin of error determined by sample size and other factors. Hit Laboratories takes all reasonable precautions to protect confidentiality of the products tested. Consumer testing and market research requires divulging some product information to survey respondents.

Hit Laboratories Inc.
999 Third Ave., Suite 700
Seattle, Washington
98104 United States

Phone: 1-800-899-5564
Fax: 1-888-589-3586
HitLaboratories.com
info@hitlaboratories.com