# Module 4: Your Products and Services

*“Great companies are built on great products.’”
Elon Musk*

Conducting a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your products and services is the \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_.

It’s important to look at each \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ separately.

When considering \_\_\_\_\_\_\_\_\_ \_\_\_ \_\_\_\_\_\_\_\_\_ to your offerings, always start with \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_.

\_\_\_\_\_\_\_\_\_\_\_ what the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is doing.

# Assignment: Your Products & Services

# Product/Service Contribution Analysis

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| 1. In a spreadsheet (e.g., Excel, etc.), create a list of all your products and/or services
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| 1. Create a column in the spreadsheet for each of the following, then for each product or service answer the following questions:
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| 1. How much revenue did it generate last year?
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| 1. What was the cost to produce and deliver it?
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| 1. Is there any way to produce the product or deliver the service that would provide a better net profit?
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| 1. If so, what are the action steps needed to implement the changes?
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| 1. What impacts will there be as a result of the changes?
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| 1. When would you like this new product or service to be available to the market?
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