The research in this document is meant to be factual and accurate. Please complete this research by any appropriate means including, internet searches, retailer visits, and talking to distributors and unbiased end users. This should take several hours over the course of about 1 week to complete.

**PRODUCT Market Research**

* What are the appropriate size(s) and gauge(s)?
* What are the appropriate case quantities (weight & usage considerations)?
* Is there existing demand, or are we creating a market?
* Who are the biggest competitors in this market and what is the unique selling proposition for each of them?
* At what price point does each competitor sell their product?
* Are we able to obtain samples of competitive products? If not, what are the specs?
* How will EcoSafe’s version of this product fit into this market landscape?

**PROGRAM Market Research**

* Is there existing demand, or are we creating a market?
* What would make this program easier or more effective than other solutions on the market?
* Who are the biggest competitors in this market and what is the unique selling proposition for each of them?
* At what price point does each competitor sell their program/solution?
* To what degree does cost affect decision making in this market?
* Are we able to find beta testers for this program?