

Product Development

KNOW YOUR PRODUCT

You need to be able to sell your product to the retailer in order for them to be able to sell it to a consumer. Similarly if you want to sell your work directly to the consumer via a market or online platform you need to be able to confidently 'sell' your work. The best way for you to be able to do this effectively is to know what you are selling. Consider the following questions:

What is the nature of the product?

- Is it a one off design?
- Is it part of an ongoing range?
- Is it able to be replicated accurately?
- What is the repeat production turnaround?
- How many can you make at once?
- What is the delivery method and schedule on orders?
- Is it open to customisation options?
- Are there specific care instructions?

DOES THE PRODUCT 'WORK'?

- Does it represent a successful synergy of form and function?
- Has it been thoroughly tested for wear and tear?
- Is it good looking?
- Does it do what you say it will do?

IS THE PRODUCT SALEABLE?

- Does it meet a need in the market?
- Does it have shelf appeal?
- Is it competitively priced?
- Is it unique?
- Is there an 'angle' that adds value to the product?
- How will it be packaged?

KNOW YOUR MARKET

RESEARCH! RESEARCH! RESEARCH! It is imperative irrespective of whether you intend to sell your work online, at a market or to a retailer that you have accurately determined who will buy your work, where they will buy it and how much they will spend on it.

- Who is your target market and where do they shop?
- Is there room within the current market for your product?
- How will you promote yourself to this target market? E.g. through a website or blog
- Who are your competitors?
- What are the retailers that represent the same ethos, aesthetic and philosophy that you align yourself and your products with?

TOP FIVE TIPS CONCEPT TO PRODUCT

1. Know your product and your audience
2. Build relationships and LISTEN to feedback
3. Keep your integrity as a maker
4. Be flexible and keep learning
5. Research, Research, Research