

Getting the product hypotheses down on paper and turning them into a product brief, agreed to all parties involved is necessary for the Customer Development team to begin its job.

The product brief covers these six areas:

- Product features
- Product benefits
- Intellectual property
- Dependency analysis
- Product delivery schedule
- Total cost of ownership/adoption

### Product Features

Component	Base Price (for Units of Purchase)	Units of Purchase	Minimum Purchase Quantity	Units of Use per Purchase	Price per unit of use
Raw Grapes 8 LT per 100 KG	\$5,115.00	15 boxes of 100 kgs (220 lbs) each.	\$1.55 per lb	120	\$ 42.63
Raw Peaches 6 LT per 100 KG	\$9,240.00	21 boxes of 100 kgs (220 lbs) each.	\$2 per lb	120	\$ 77.00
Raw Oranges 5 LT per 100 KG	\$6,019.20	24 boxes of 100 kgs (220 lbs) each.	\$1.14 per lb	120	\$ 50.16
Bottles w/ tops and Labels 40 Bottle	\$90.00	Box of 40		9	\$ 10.00
Packaging Case of 40 Bottles	\$90.00	Case: contains room for 40		9	\$ 10.00
Yeast	\$120.00	Box: contains 1 pound each.	\$8 per pound	120	\$ 1.00
Special Ingredient	\$2,800.00	Box: contains 100 kgs (220 lbs) each		120	\$ 23.33

- **Gold Star Liqueur: Based will be of raw grapes and special ingredients.**

Product	Component	Unit	Number
Gold Liqueur	Raw Grapes	1 case of 100 KG	15
	Bottles w/tops and labels	Case of 40	3
	Packaging case of 40 bottles	Each	3
	Yeast	1 pound	4
	Special Ingredient	1 case of 100 KG	15

- **Platinum Star Liqueur: Based will be of raw peaches and special ingredients.**

Platinum Liqueur	Raw Peaches	1 case of 100 KG	21
	Bottles w/tops and labels	Case of 40	3
	Packaging case of 40 bottles	Each	3
	Yeast	1 pound	5
	Special Ingredient	1 case of 100 KG	21

- **Diamond Star Liqueur: Based will be of raw oranges and special ingredients.**

Diamond Liqueur	Raw Oranges	1 case of 100 KG	24
	Bottles w/tops and labels	Case of 40	3
	Packaging case of 40 bottles	Each	3
	Yeast	1 pound	6
	Special Ingredient	1 case of 100 KG	24

#### Product benefits: How the product will benefit its users (value proposition)

- **Unique Taste.** Paradigmstar provides three unique flavors that will be the foundation of the company. These different flavors were modified based on taste test. The main ingredient in each flavor is special in that it has never been used to produce any beverage.
- **Close interaction with customers.** Paradigmstar Company is small enough to work hand and hand with the needs of the target customer group. The ability to modify the flavor of each flavor is important in providing the best product.
- **Three unique brands all with extremely different taste.** Recognizing the need to be diverse will help bolster the company brand but also provide engagement in respect to trying out each flavor.
- **Able to modify taste of each liqueur based on customer feedback.** Company is in its start of phase, therefore we will be able to adapt based on customer feedback and opinions.
- **Green initiative for materials and production.** Company will focus on utilizing green biased alternatives for materials and production practices. Using recycled goods will help everyone.
- **Easy to drink, smooth taste.** Easy to drink and mix with to make lots of different drink combination. One would think that liqueurs were invented for today's drinking environment. Indeed, with their versatility and mixability, liqueurs also play a vital role in the expanding cocktail arena and the growing popularity of the cocktail is aiding and abetting progress.

#### Intellectual Property Issues

## Office of Policy and External Affairs: Patent Trade Secrets

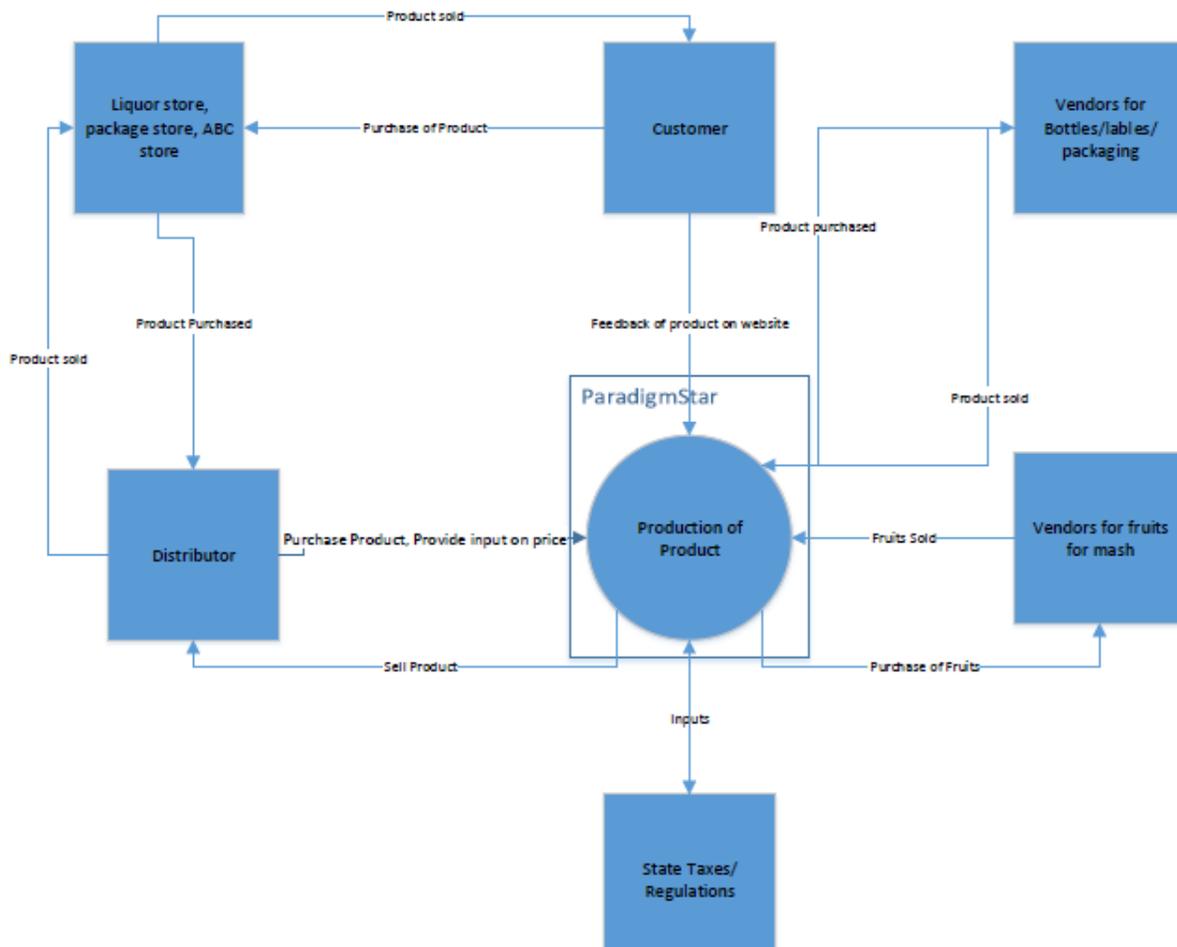
---

A fourth type of intellectual property, in addition to patents, trademarks, and copyrights, is **trade secrets**. Trade secrets consist of information and can include a formula, pattern, compilation, program, device, method, technique or process. To meet the most common definition of a trade secret, it must be used in business, and give an opportunity to obtain an economic advantage over competitors who do not know or use it.

[http://www.uspto.gov/ip/global/patents/ir\\_pat\\_tradesecret.jsp](http://www.uspto.gov/ip/global/patents/ir_pat_tradesecret.jsp)

My company will most likely utilize trade secrets in order to protect the process and ingredient combination of my products.

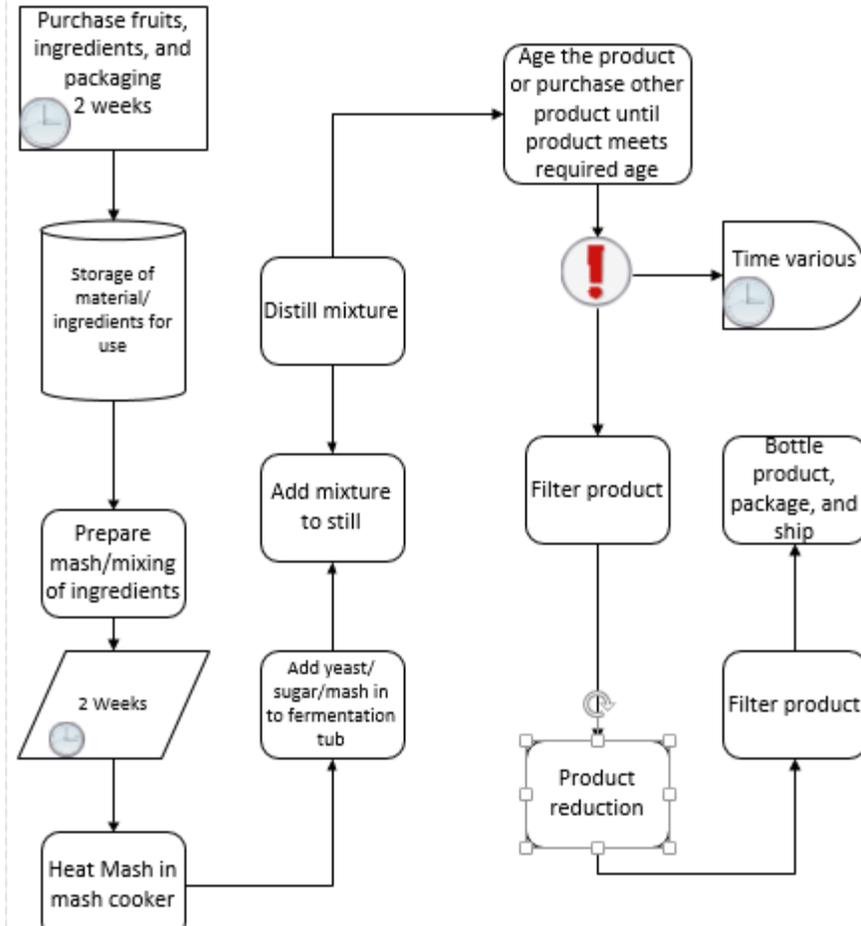
## Dependency Analysis



## Product Delivery Schedule

This schedule of delivery of first batch will vary, I would like to keep the sales of my product low initially in order to increase the age of my products. The length of time that my product matures the better the taste and the more I can charge.

Below is an ideal period for how long it can take to produce a batch of my product.



### Total Cost of Ownership/Adoption based on Customer Feedback

The cost to switch from one high-end liqueur product to mine will be minimal to none. They will not need to change any of their spending or usage habits.