



# WORKSHEET

BUSINESS CONCEPT

## Intention

By expanding your product portfolio you can attract more customers and increase the revenue on existing customers.

## Process

Start by listing all of your company's core products and services.

Note in which (new) ways the product or the service can be offered in different variations. Also consider whether you are able to offer a service to a physical product, or a physical product to a service.

Continue by listing all current and even new introductory products and services. These might be the first purchases of new customers.

Evaluate your options for defining add-on products and services that can change or improve the core products.

Finally define the most extended or luxurious flagship product that your company is able to offer to customers.

## Next Step

- Produce an action plan to develop new products and services that will expand your company's product portfolio.

v1.8.2



# Product Mix

## Find ways to expand the product portfolio

### CHECKLIST FOR PRODUCT AND SERVICE VARIATIONS

Variation options for products and services	Variation options for products	Variation options for services
Price (low/medium/high) Technology (low-tech/high-tech)	Color (red/green/blue, etc.) Size (S/M/L) Materials (wood/plastic/metal) Quality (low/good/high)	Duration (short, medium, long) Level (low, medium, high) Quality (low/good/high) Staffing Scope

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INTRODUCTORY PRODUCTS	CORE PRODUCTS	Variations:	ADD-ON PRODUCTS	FLAGSHIP PRODUCTS	Packaged solutions

Date:

Name:

Company:

