

Table 7.2 Developing an Action Plan to Address Customer-Demand Risk

What Might Keep Your Customers from Buying?

Your Action Plan

Cost-Related Concerns

(For example, costs related to buying, using, or disposing of your product)

1. _____
2. _____
3. _____

Value-Related Concerns

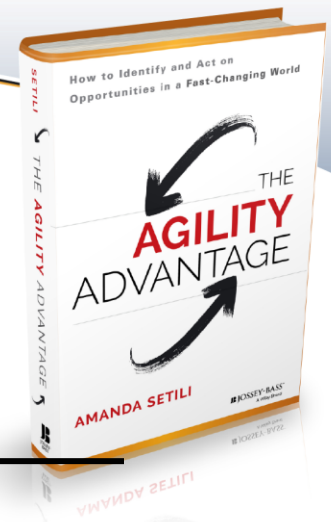
(For example, ease of use, performance, value in use)

1. _____
2. _____
3. _____

Marketing and Channel-Related Concerns

(For example, do customers know about your product and its benefits? Is your product available when and where they need it?)

1. _____
2. _____
3. _____



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