

# Product Development



**felice foods**

01. What product are you offering?

Brand, Functions, Appearance, Size, Quality,  
Features, Packaging, Shelf life, Variety

02. Who is your ideal client?

03. What are the main pain points you are solving?

04. What Is Your Product Margin? (30-50% is ideal)

**NO MARGIN NO MISSION! EVEN LOSS LEADERS SHOULD HAVE SOME MARGIN**

Value Proposition? You must be one of these things:

1. Be first
2. Be best
3. Be cheapest
4. Be different