

Worksheet 2: Your Products and Services

This is the worksheet to use when completing Lesson 4 of the *Creating a Business Plan* course, Your Products and Services.

Question 1: What are my Products and Services?

Instructions: First read through the first and second activity of Lesson 4, Your Products and Services, and then complete the first column of the table opposite. There is space for 10 items but aim for between 1-10 products or services – whatever is appropriate for your business. List each product and service on a separate row of the table.

Question 2: What are their key features and benefits?

Instructions: First read through the third activity of Lesson 4, Your Products and Services, and then complete columns 2 and 3 of the table opposite – first looking at examples in the component. Try for not more than 3-5 key features and benefits for each product or service. List each key feature and benefit beside a bullet point – you do not have to use them all!

Question 3: How will I roll them out?

Instructions: First read through the fourth activity of Lesson 4, Your Products and Services, and then write your answer here. You can either write a sentence or two or list your key launch dates.

Relax

Instructions: Congratulations! You have now written the second component to your business plan – Your Products and Services!

Product or Service Name	Key Features	Key Benefits
	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••
	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••
	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••
	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••
	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••

	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••
	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••
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