Scope of Sales Evaluation - Sample

Directions:

- Select one primary theme from the current Scope of Sales.
- Use a current Inventory List to evaluate the price points and product types that represent the Primary Interpretive Theme.
- Identify product development opportunities based on current assortment

Strategic Evaluation Process — Product Types And Price Points					
THEME A — AUDIENCE 1 —					
Product TYPES	PRICE POINTS				
	Less than \$2.00	\$2.00 to \$5.00	\$5.00 to \$10.00	\$10.00 to \$50.00	More than \$50.00