

# THE SPOT. TEST

## IDEA VALIDATION

The Spot. test is intended to give you a rough idea on how well your idea will do before you begin doing it. It takes into regard the most important aspects of a business construct and its ability to stay valid in the world of ever changing economic and social trends.

As guiding benchmarks we decided to use the 4 P's normally attributed to the 'marketing mix', but redefined them to help us best get a full understanding of what strengths you possess in different parts of your enterprise.

# THE 3P'S

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The 4 Ps refer to **Product, Price, Placement, and Promotion**.  
The least important of the four being promotion, at least at the beginning.

Generally, the thought is that as long as your product is:

**Priced better, Positioned better, or IS better** than anything out there, then **GO FOR IT...** promoting it successfully is just the fuel you need to get your car going.

**\*\***while going through the next sections we suggest you start putting the points gained on the table on the last page.

# **PRODUCT: THE PRODUCT CAN BE EITHER A TANGIBLE GOOD OR AN INTANGIBLE SERVICE THAT FULFILLS CUSTOMER'S NEEDS.**

After searching the hell out of google to identify who your competitors are and how much of a threat they are to you if they indeed are a threat at all, you'll know begin to know whether:

**3 points** = Your product is new. It hasn't been done anywhere by anyone else before i.e. and invention.

**2 points** = Your product exists in an outside market but not in your local one. Giving you the option to either bring it in as a franchise or do something similar. This could even refer to existing successfully in an outside market and can be replicated locally to suite local tastes e.g. souq

**1 point** = It's available locally, but something makes yours different.

**0 points** = Your product exists, and there's absolutely nothing that differentiates you from others.

## **PRICE: AND NOW THE SECOND MOST IMPORTANT FACTOR TO TAKE INTO CONSIDERATION WHEN THINKING OF LAUNCHING A PRODUCT OR SERVICE.**

**3 points** = If it doesn't exist anywhere at all, locally or internationally. In which case you're pretty flexible with dictating price due to scarcity of product, but you always have to keep in mind whether it's worth paying that much for so usually, in this case, a shot in the dark would do or gauging from a close comparison i.e apples and oranges. Different fruits but both fruits none the less.

**2 points** = You only have international competition and your cheaper than what it'll cost someone to ship the same product in i.e. shipping cost or tariffs.

**1 point** = Your product exists in your local market but you're cheaper than your competition.

**0 points** = Your product exists in your local market and you're the same price if not more than your competition, and strong promotion will have to justify fully to people the value in your extra cost.

# **PLACE: THE PLACE IS WHERE THE PRODUCT IS SOLD, HOW IT'S DELIVERED TO THE MARKET, AND HOW IT IS DISPLAYED ON A STORE OR SHOWCASED ON A SITE.**

It is imperative for an entrepreneur to know how easily they want their customers to reach their product because despite price and the uniqueness of the product this can either make or break it. On the tech side of things it refers to the SEO, with brick and mortar outlets this means the location of your store or kiosk.

**3 points** = Your store is right in front of your customers and there's no competition around. This means if you get a unique location in clear view of your target clientele e.g. at an airport departures lounge right after the traveller's exit the security check. The online version would be the number one spot on a google search.

**2 points** = Your store is next to your customers and there is competition around. The online version would be on the first page on a google search.

**1 point** = Your customers have to travel to get to you but your somewhat close to your main customer base and your easily accessible. i.e. a mall. The online version would be on the second page of a google search.

**0 points** = Your customers have to travel to get to you and your not that close or even visible to your customer base. The online version would be not visible on google search at all.

**PROMOTION:** IF ALL IS WELL AND DONE THEN PROMOTION IS HOW WELL YOU CAN REACH YOUR CUSTOMERS AND CONVINCING THEM TO COME ON BOARD.

This is usually done after you've decided to take the road less travelled (or often travelled as some brave young souls might do), and:

**3 points** = You've got a unique brand identity an edgy ad campaign and access to a medium of communication that allows you to reach a wide audience.

**2 points** = You've got a unique brand identity an edgy ad campaign but have to build your audience yourself organically from zero.

**1 points** = You've got a unique brand identity but a regular ad campaign and have to build your audience yourself organically from zero.

**0 points** = You've got a regular brand a regular ad campaign but have to build your audience yourself organically from zero.

## RESULTS TALLY

	Points
Product	
Price	
Placement	
Promotion	
<b>TOTAL</b>	

So after you've tallied up your points, if:

**9 - 12 total points** = Don't think twice, why're you still reading this, GO GO GO.

**6 - 8 total points** = Proceed with caution.

**3 - 5 total points** = Take a moment to reconsider your approach, perhaps try to increase your point score in one or more of the 4 P's before proceeding.

**0 - 2 total points** = Go home and take up knitting.