



How to assess your range of products

Roadmap to assess your range of products.

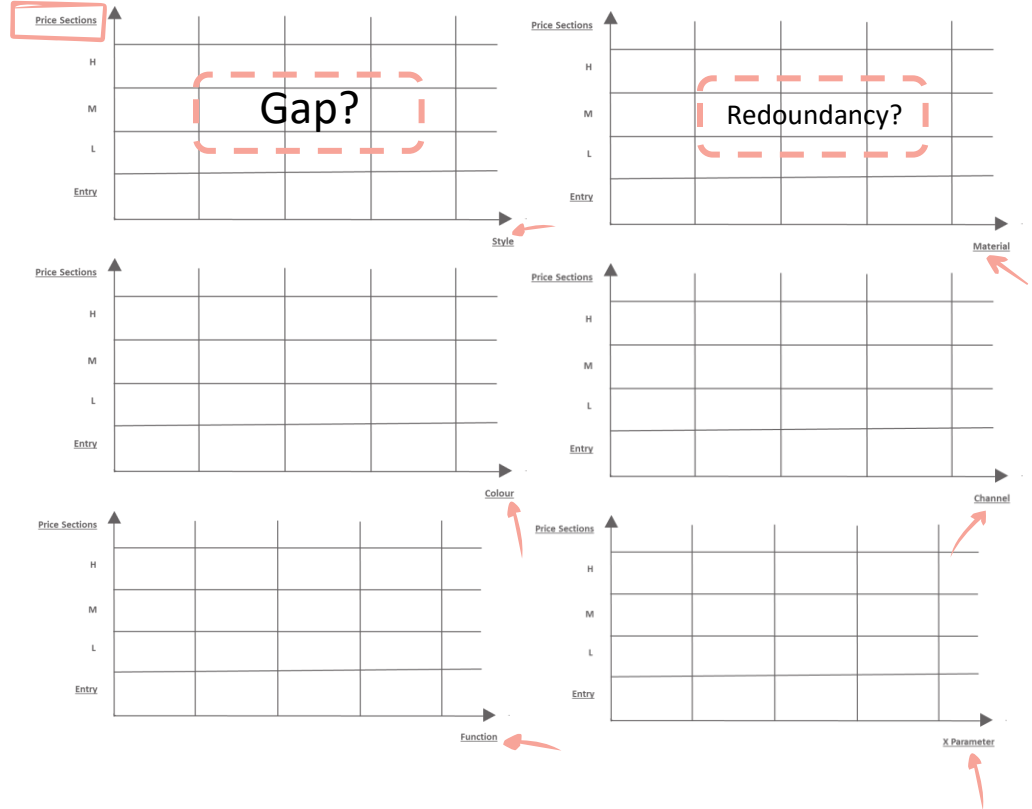
Background You are a start-up, a scale-up or an established firm that wants to grow throughout your exiting range of products. You may want less article numbers and better turnover results. You may need a leaner offer, simpler to communicate. Maybe you want twice as much volumes or maybe increase the margins. You may need positioning. Or a combo of the above.

How Step by Step. Look at your range of products from most perspectives and come back with a mapping and a roadmap on how to reach your goals.

Why You need to identify the core and additional values of your own range, its competitive edge and its commerciality compared to other similar products in the market.

You want to know how the product positions itself in terms of style, function, usability, interface, selling channels, packaging, communications.

You need to know EVERYTHING.

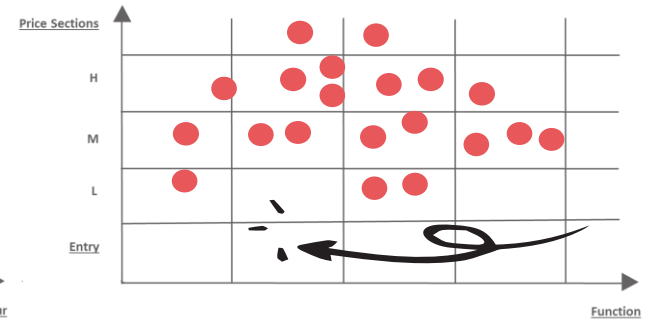
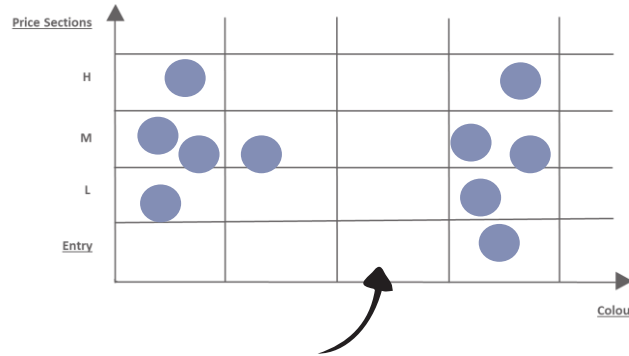
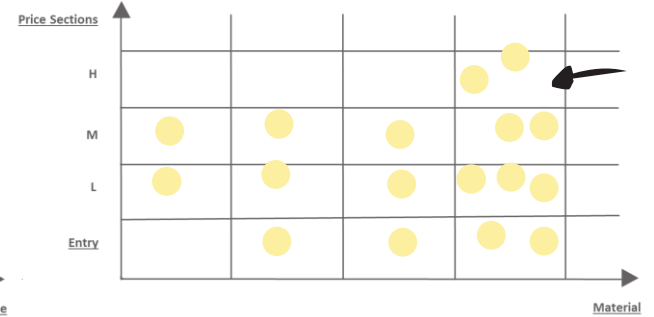
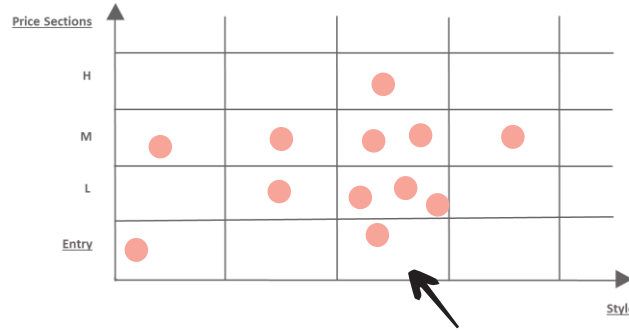


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You might be surprised to find out you have too many products of one style, or of one material.

You might find gaps in colours.
Maybe you are missing functions in low price.

Why Overtime it is easy to get used to our products and forget how they sit in the range.
Range assessment is the necessary step to every company ultimate goal: creating a range that could almost sell itself!



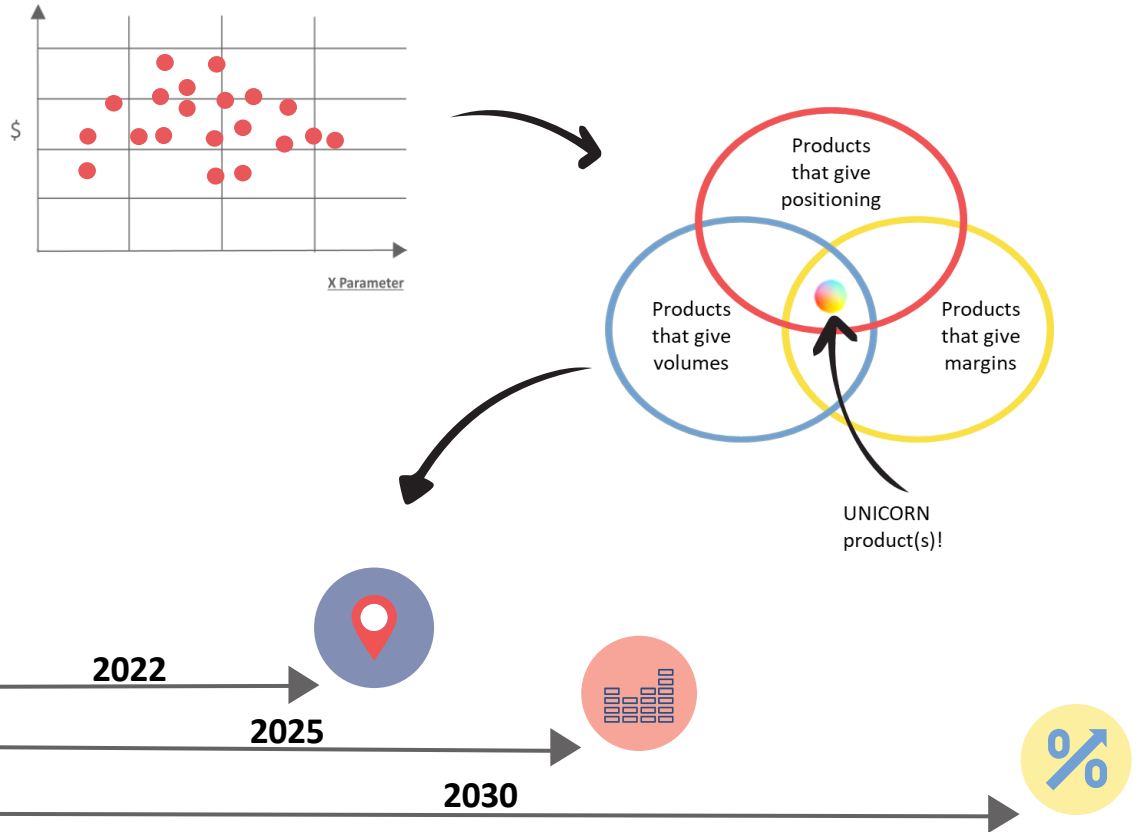
Roadmap to assess your range of products.

This tool is been used for many years and the method perfected to make the process simple to follow, interactive, involving and completely personalised on your needs, resources and ambitions.

This is a free resources.

Should you need support in using this tool, feel free to make contact now info@arrigucci.se

[LuciA Arrigucci](#) has been working for over 20 years within productization with start-up, scale-up and established firms.



All the Best!





We support start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold with our competence and global network of experienced partners.

No-nonsense approach guaranteed.
info@arrigucci.se