

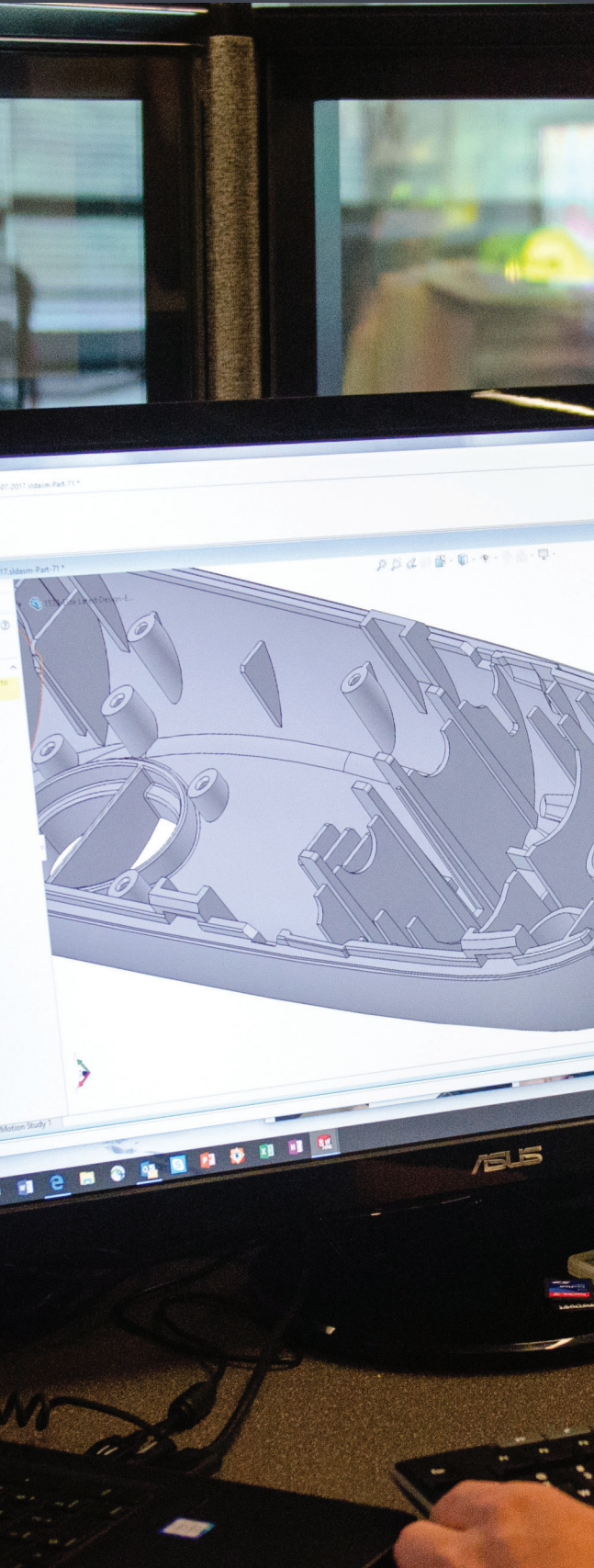
DESIGN SERVICES

READINESS CHECKLIST



East West
design • manufacturing • distribution

Are you looking for assistance with the design of your new or existing product?
Once you have compiled the information below, please call to schedule a consultation with a member of our Design Services team at 404.252.9441.



- Summary of Market Research**
 - 5 C's: Customer, Competition, Company, Collaborators, Context
 - 4 P's: Product, Price, Promotion, Place
- Product Differentiation**
- Estimated Annual Usage (EAU)**
- Acceptable Minimum Order Quantity (MOQ)**
- Target Markets/Geographies**
 - Material Limitations (Flammability/RoHS/REACH/Prop 65)
 - Certification Requirements (Safety/Agency)
- Calendar Milestones/Critical Dates**
- Project Budget**
- Target Factory Cost**
- Manufacturer's Suggested Retail Price (MSRP)**
- Industrial Design Concepts**
- Essential Performance Requirements:**
 - Electrical
 - Mechanical
 - Firmware/Software/User Interface
 - Environmental
 - Miscellaneous
- Validation/Verification/Testing Requirements**
- Packaging:**
 - Retail Box
 - Export Carton Box
 - Palletization
 - Printed Materials/Labels