Launch of a new Product or Project

1. Does the final product complement the existing range
   a. Do we already have similar products
   b. Do we have a range that complements the product
2. Can the product be sold by Viamed
   a. In the UK
   b. In the EU
   c. World-wide
3. Is the product/ project price competitive
   a. Can it be sold directly against the competition
   b. Does it have competition
   c. Does it have advantages over the competition
4. Does the product have a CE Mark
   a. Can Viamed add the CE mark
   b. Taking into account the complexity.
   c. Clinical Trials
   d. ISO 601
5. Is the market ready for the product
   a. Do competitive products already exist
   b. Are they being purchased
6. Does the product need expertise to sell
   a. Can it be sold on the web
   b. Does it need sales representatives
   c. Does it need trained sales people
   d. Does it need product specialists with or without clinical background
      i. In house
      ii. In the field
7. Does the product need expertise to service
   a. What level of expertise
      i. High level (Degree in Engineering or a clinical background)
      ii. Medium level (Standard EBME level)
      iii. Low level (training in-house)
   b. Do we already have this in-house
   c. Can we acquire this internally
   d. Can we acquire this externally (from manufacturer)
8. In addition for projects
   a. Create a Project file
   b. Set out objectives
   c. Set out timescale
   d. Set out milestones
   e. Fix budget