

Products Ready for the Market

Read through completely, then answer all the questions in 5 minutes maximum.
If longer is required all the blank answers should be a ? mark.

Are the following products ready for the market?.

Answer only Y = Yes N = No N/A if not applicable ? if there is some doubt in your mind.

Product or Product range	Oxygen Sensors Medical	Capnographs Medical & Veterinary	Pulse Oximeters Finger & Hand held	Pulse Oximeters Finger & Hand held	Oxygen Monitors			
Correct CE	Y	Y	Y	Y	Y	Y	Y	Y
Field tested	Y	Y	Y	Y	Y	Y	Y	Y
Clinically tested or proven	Y	Y	Y	Y	Y	Y	Y	Y
Has there been market research	?	?	?	?	?	N	?	Y
Is there a manual	N/A	Y	Y	Y	Y	Y	?	Y
Is there a leaflet	Y	Y	Y	Y	Y	Y	Y	Y
Is there a feature list vs competition	N	N	N	N	N	N	N	N
Is there a benefits list vs competition	N	N	N	N	N	N	N	N
Has there been sales training?	?	N	N	N	?	N	N	N
Is there a SWOT analysis on the product	N	N	N	N	N	N	N	N

Please complete within 3 days

Signed:



Date :

29/4/15