**III. Products and Services**

* What products/services will you sell? Who will you sell to? How will your product(s) or service(s) be sold?What makes them different or unique?
* Describe each of your products or services with a particular focus on how it will be used. Go into as much detail as necessary for the reader to get a real flavor for what you are selling. Underscore the specific features or variations that your products have.
* Describe in depth your products or services (technical specifications, drawings, photos, sales brochures, and other bulky items belong in *Appendices*).
* What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features.
* What are the pricing, fee, or leasing structures of your products or services?

**Tips:**

* Your business's focus often depends on your market. A small town general store can sell groceries, hardware, newspapers, and gasoline because they may be the only store that sells those items in the area. A larger market would require greater differentiation to set you apart from the competition.
* Ask yourself what business are you really in? What true benefits do you provide? For example, if you create corporate newsletters, are you just a "newsletter publisher" or do you "help large companies communicate important information to their clients and prospects."