




MARKET CRITERIA

CHECKLIST

POINTS	CRITERIA: FOR EACH QUESTION ANSWERED "YES", ADD THE SPECIFIED POINTS TO THE LEFT COLUMN.
	A. AVERAGE ORDER VALUE \$75-\$200? (+ 5 pts)
	B. GROSS MARGIN 20% OR MORE? (+ 5 pts)
	C. FRAGMENTED MARKET? (+ 2 pts)
	D. LENDS ITSELF TO RETURN CUSTOMERS? (+ 3 pts)
	E. LENDS ITSELF TO MULTIPLE ITEM ORDERS? (+ 1 pt)
	F. CAN YOU ADD VALUE TO THE MARKET? (+ 5 pts)
	G. PRODUCTS DIFFICULT TO BUY LOCALLY? (+ 4 pts)
	H. SEASONAL BUSINESS? (+ 3 pts)
	I. GOOGLE TRENDS US DOMINATED? (+ 4 pts)
	J. NON-COMMODITIZED PRODUCTS? (+ 5 pts)
	K. AT LEAST 70 SKU'S? (+ 3 pts)
	L. IS THERE COMPETITION? (+ 4 pts)
	M. AVERAGE PRODUCT WEIGHT UNDER 10 LBS? (+ 1 pt)
	N. TOP 3 KEYWORDS HAVE COMBINED 15K EXACT MATCH SEARCHES (+ 3 pts)
	O. TARGET MARKET IS WOMEN? (+ 2 pts)
	← TOTAL POINTS FOR ALL QUESTIONS ANSWERED YES

ANSWER KEY	POOR	FAIR	GOOD	EXCELLENT
		0-20 POINTS 	20-30 POINTS 	30-40 POINTS 