Creating a premium entrepreneurial product – The Essentials for Sustainability”

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“Thinking 5 Ws + 1H”

- Why
- When
- Whom
- Who
- What
- How
Your Vision
Think of Possibilities – The way you….

- deliver
- design
- interact
- believe
- care
CPR

Content*
• Knowledge
• Skills
• Values
• Needs

Process*
• The way your product is being delivered
• Evaluation

ROI (Return of Investment)**
• Nature of product e.g life-span, durability
• The Making-process
• Resources
• Your consumers - demographics*
Marketing ..........

- **USPs** - awareness of meaning of USPs (Unique Selling Points) for a product, what does USPs mean to you?

- **Leveraging** – on your best successes e.g won an award!; sold more than a million in one day!
Sustainability in terms of what...........

5Ws + 1H + CPR + “The standard” = Your Product

• Differentiation strategy vs USPs
Your Brand
THANK YOU

Always Meaningful, Functional & Relevant