**PRODUCT/SERVICE PROPOSAL FORM**

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| HEADED BY : | REVIEW DATE : |
| Product/Service idea : |  |
| Benefits it will offer : |  |
| Target markets : |  |
| Timing : |  |
| Anticipated Sales : |  |
| Anticipated Costs :   1. Development : 2. Advertising, direct mail, telemarketing: 3. Impact on other products or services : 4. Other (specify) |  |
| Comments : |  |
| Action taken : |  |
| By : | Date : |