



## Leeds Enterprise Advisory Programme

registered charity 1118612

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### Product Brainstorming

The process of “Brainstorming” is a very powerful and useful one. One person, usually the Managing director, should control the meeting and someone, usually the Company Secretary, must record the ideas and decisions.

Each person should be encouraged to put forward product ideas, and to state why they think this product/service would be a good idea. Do not make fun of the more outlandish ideas – you would be surprised how often “thinking outside of the box” is successful.

Although you can just buy-in goods and resell them, you should look at ways of increasing the value and making the goods easier to sell. We usually prefer products rather than services, but a combination of the two can be very successful.

You can get some ideas for products by looking at the choices of previous Companies in the LEAP or Young Enterprise schemes.

Try to take advantage of certain seasonal needs and spending patterns, such as Christmas, Valentine Day, Mothers’ Day and Easter.

Remember that you are not allowed to sell fresh food that has not been pre-packaged professionally. This is a condition of the insurance cover. If in doubt ask!

Clocks	Basket of goodies	Battle of the bands
Bird feeders	Calendars	Birthday parties
Picture frames	Garden plants	Sports events
Shot glasses	Picture albums	Club nights
Etched wine glasses	Recipe books	Cleaning
Cards – Christmas etc.	Portrait photos	Gardening
Paintings	Business cards	Web site design
Discount books [advertising]	Bottle opener business cards	Personalised headed paper
Hand bags	Candles	Email greeting cards
Cut off jeans	Manicures	Email video greetings
Hoodies	Key rings	Computer courses
Japanese goods	Badges – personalised	CD Tutorials
T-shirts with slogans	Motivational pictures	Transferring film to video
Painted mugs	Photographs	Film nights
Note books	Puzzles	Digitising photo albums
Jewellery	Jigsaws	Organising events
Lingerie	Individualised belts	