Product and Service Worksheet

This worksheet can help define the products and services being offered along with the target pricing levels.

TIP: If you have too many items, try categorizing them into common groups based on type of product and also price. For example, if you sell 20 different flavors of cupcakes in 3 different sizes, instead of listing 60 different items just list the 3 different sizes and associated prices. This does not have to be complete or precise, it is a starting point!

Name of Item	Price	Description
Ex: cupcake	*$5.25*	*Custom decorated premium cupcake in individual gift box*
Ex: massage	*$65/hour*	*Personal massage excluding wrap or deep tissue*