

## CRAFT and GIFT SECTOR Product Review

The purpose of Product Review is to determine the eligibility of commercially active producers in the craft and gift sector for the department's programs. Commercially active producers are those who produce and sell their products to generate income for themselves.

In addition, craft and gift producers who are in the start-up stage of commercial business activity and wish to receive feedback and advice prior to market introduction of their products, are welcome to use the Product Review service.

The Product Review Committee assesses your products on design, quality, marketability and originality/authenticity.

### **Your submission for Product Review must include the following:**

- ✓ Fully completed *Product Review Application*.
- ✓ Product samples - a good representation of your product line (minimum of 3-5 items from each line). Please include only examples of **your best quality work**. **In order to do a proper assessment and provide useful feedback the Committee needs to see the actual products first hand.** Photographs of products (in place of actual samples) will only be accepted in very limited circumstances and only with prior approval from the Craft Sector Specialist.
- ✓ Price lists (wholesale and/or retail) and samples of all promotional materials you currently use.

Products and forms must be **received two (2) weeks prior to the Product Review meeting date** and products should be packed as they would be if you were shipping them to your customer.

The department's Craft Sector Specialist is available to help if you need assistance with preparing your submission, or have any questions about the required information.

Brenda Stratton: P: 709-637-4064, E: [BrendaStratton@gov.nl.ca](mailto:BrendaStratton@gov.nl.ca)

Your complete submission package should be **sent / delivered to:**

**Department of Industry, Energy and Technology  
Craft and Gift Sector  
P.O. Box 2006, Corner Brook, NL A2H 6J8**

Attn: Brenda Stratton



**The information contained on this application will be seen only by the staff of the Department of Industry, Energy and Technology and the Product Review Committee.**

Business/Operating Name:	
Mailing Address (including Postal Code):	
Phone:	
Website:	Email:
Contact Person:	
Legal Form of Business Organization: <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation <input type="checkbox"/> Limited Liability Partnership <input type="checkbox"/> General Partnership <input type="checkbox"/> Cooperative <input type="checkbox"/> Business Network <input type="checkbox"/> To Be Incorporated	
Length of time applicant producer has been a resident in Newfoundland and Labrador prior to application date:	
Total Number of people working in the business (including the owner): _____  Number of workers who are: Full time        _____      Part time        _____ Contractual    _____      Piece-workers    _____	
What percentage of your product is made in Newfoundland and Labrador? _____	
What percentage of your product is made outside Newfoundland and Labrador? _____	
<b>Reason for submission to Product Review:</b> <input type="checkbox"/> Apply to department funding programs <input type="checkbox"/> Participate in the Craft and Gift Wholesale Show <input type="checkbox"/> Apply for a Permit to Sell Antler or Bone products <input type="checkbox"/> Feedback on products before market introduction	
Number of years the business has been in operation:	
Annual sales for the most recent year: \$	

## **Applicant's Declaration and Consent Notice**

- 1) By participating in Product Review, I agree to have my information added to the department's Client Service Support System. The system maintains information on clients who avail of the department's products and services.

### **Use of Information**

I agree that the Department of Industry, Energy and Technology may use my information to:

- send to me information on programs, services, news and events related to the industry;
  - contact me in the course of industry surveys sponsored or conducted by the department;
- 2) I confirm that the information given in this application is, to the best of my knowledge and ability, complete, true and correct.
  - 3) I acknowledge that the Department of Industry, Energy and Technology is not responsible for any loss of or damage to product samples submitted during shipping of the product to or from the department.

By signing, I acknowledge and accept the above Notice.

Signature of Applicant: \_\_\_\_\_

Date of Application: \_\_\_\_\_

**Producer Profile**

(To provide more detail you may attach a resume or artist's profile to your application as well)

**How did you acquire your craft skills?**

- Self-taught or learned informally from another individual
- Recreational courses
- Workshops or courses offered through medium-specific guilds  
Please describe:
- Formal, professional craft training courses (certificate or degree programs from recognized craft training institutions). Please describe:
- Apprenticeship with professional craftsman
- Other. Please describe:

**What is the primary medium in which you work (e.g. clay, fibre, food, etc.)?**

**What other media, if any, do you work in?**

**Please list any recognition or rewards you have received for your work.**

**Product Information**

**Describe in detail the method/process and the materials/components you use to make your work. Identify all components individually made by you and those, if any, you have purchased or found. (You may add additional pages as necessary)**

**Is your product an original design or based on a traditional design, or uses/copies elements of another design (for example a reproduction/replica)? Please explain.**

**Have you changed or adapted patterns, etc. to create your own personal style?**

**Yes**  **No**

**If yes, please explain how.**

**Is your product, or any part of your product, made using commercially available moulds, kits, or patterns?**  Yes  No

If yes, please describe the source.

**Have you ensured your product complies with all relevant federal, provincial and municipal legislation & regulations? If no, please explain any difficulties.**

Yes  No

**Customer Service: Describe any policies you have in place (i.e.: product warranty, returns/refund policy, customer service inquiries, etc.):**

**Have your products been juried by the Craft Council of Newfoundland and Labrador Standards Committee?**

Yes  No

If yes, please attach a copy of the letter.

**Please list products you are submitting for review:**

**Describe each product sample in your submission, including its title, size, colour, materials, function, price, etc. Ensure each sample is numbered to correspond with this list.**

Note: You must include a minimum of 3-5 product samples in **each** different product line being submitted for review. Please add additional pages for additional samples, if required.

**Sample #1**

wholesale price \_\_\_\_\_ retail price \_\_\_\_\_

Description:

**Sample # 2**

wholesale price \_\_\_\_\_ retail price \_\_\_\_\_

Description:

**Sample # 3**

wholesale price \_\_\_\_\_ retail price \_\_\_\_\_

Description:

**Sample # 4**

wholesale price \_\_\_\_\_ retail price \_\_\_\_\_

Description:

**Sample # 5**

wholesale price \_\_\_\_\_ retail price \_\_\_\_\_

Description:



What is your production capacity (in units) annually? \_\_\_\_\_

**Market Information**

**Market: Who are the customers for your product(s) (i.e.: what needs/wants they have that your products will satisfy; gender; age groups; location; what income group they belong to; lifestyle factors; etc.):**

**Current Geographic Scope of Market: (percentage of your sales in each)**

**Provincial \_\_\_\_\_ %      National \_\_\_\_\_ %      International \_\_\_\_\_ %**

**Product Costing: List the items you include in determining what it costs you to make your product:**

(eg. Materials, Labour, Overheads)

**Pricing Structure: What methods do you use to arrive at your product's wholesale price and retail price? If you have wholesale and retail prices lists please attach them.**

Wholesale Price:

Retail Price:

**Competition: What products in the marketplace compete with yours? Who makes them? How do their prices compare to yours?**

**Retail packaging: Describe the retail packaging used for your product(s), if any. Is the package presented with your samples the final retail packaging design? If not, please explain:**

**Have you ensured that your packaging and product labeling complies with all relevant federal and provincial legislation and regulations?**

**Shipping packaging & methods: Describe the packaging used for shipping your product(s) and the means by which you ship to buyers/customers.**

**Promotion: Which of the following information/promotional materials or methods does your business use?**

***Enclose a sample of each material you check.***

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Artist profile | <input type="checkbox"/> Web site                |
| <input type="checkbox"/> Hang tags      | <input type="checkbox"/> Brochures      | <input type="checkbox"/> Social Media (specify): |
|   |   | <input type="checkbox"/> Other:(specify)         |

**Market Channels: (Provide the % of your sales made through each channel)**

**Wholesale \_\_\_\_\_%      Retail \_\_\_\_\_%      Consignment \_\_\_\_\_%**

**Are there any specific questions you would like the committee to address?**