

## Product idea

When you're evaluating whether a new product will sell, you need to consider, who your product is aimed at, your customers' preferences, market trends, and how the product will be positioned in the market. Ideas are valuable assets and you should keep them secure.

### Are your risks under control in these areas?

Yes No N/A

- Market
- Customers
- Product idea
- Competition
- Patents
- Information security
- Other

Yes = satisfactory  
No = action or more investigation is needed  
N/A = not applicable

## Conformity

Directives, legislation, regulations and standards set various requirements on products. As well as the requirements set by authorities, products must also meet users' needs.

### Are your risks under control in these areas?

Yes No N/A

- Users and customers
- Authorities
- Other

## Sales and marketing

You must make sure that you provide accurate information about your product for as long as you sell it.

### Are your risks under control in these areas?

Yes No N/A

- Expertise
- Feedback
- Brochures
- Export
- Contracts
- Other

## Product development

Before launching a product or service onto the market, you should decide what features and benefits to include. At the design stage, you should use carry out tests to make sure the product is safe.

### Are your risks under control in these areas?

Yes No N/A

- Customers and users
- Safety analyses
- Design reviews
- Documents
- Operating instructions
- Other

## Use of product, and product liability

You should gather information about how your product is used for as long as you sell it. Product liability covers a wide variety of faults: design, manufacture, information provided, handling and development errors.

Are your risks under control in these areas?	Yes	No	N/A
Directives and standards			
Market share			
Feedback			
Withdrawal			
Product liability			
Other			

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## Production

Errors or negligence in production can lead to a fault in either a single product or a whole batch. The most common hazards are faults in workmanship and poor quality control.

Are your risks under control in these areas?	Yes	No	N/A
Machines and equipment			
Work procedures and instructions			
Quality assurance			
Subcontractors			
Other			

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## Delivery, warranty and environment

A product may be safe when it leaves your premises, but incorrect handling during storage or transportation can make it dangerous.

Are your risks under control in these areas?	Yes	No	N/A
Transportation			
Storage			
Maintenance and servicing			
Product recycling			
Disposal			
Other			