

# The Study on the Evaluation for the Marketability of New Product- An Example of the Fruit and Vegetable Juice

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## ABSTRACT

This study mainly research and discuss the evaluation for the key points of the marketability of new products. The range of this study is based on the market of fruit and vegetable juice.

This study uses the method by the interviews with the experts and through the scoring model of the full screen. It evaluates the development value and the market opportunity of the Wolfberry squeezed juice and Custard Apple squeezed juice according to the achievement rate of the technical target and commercial target and also through the different weighing system. The final result of this research will be provided to the fruit and vegetable juice entrepreneurs as their reference while they evaluate the market opportunity for their new products launch.

The result from the full screen scoring model could help the entrepreneurs to decide they should continue or stop the promotion of the concept products, then the entrepreneurs could use the minimum human power and financial resource to get the maximum appraisal benefit. It could help the entrepreneurs to avoid wasting their resource. So it could bring the great benefits to the entrepreneurs while they are in the practice operation. And it also could help the entrepreneurs to set up the management flow and they could identify the best concept products through this sorting.

Keywords : the full screen scoring model、 fruit and vegetable product、 market opportunity evaluation

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