

PRODUCT DEVELOPMENT CHECKLIST

A clearer brief. A better first conversation.

Use this worksheet to prepare an OEM or ODM discussion. Blank fields are welcome: use them to identify where you need help.

01 / Market & audience

Destination country, sales channel, intended consumer and target launch date.

Your notes

02 / Development route

Existing formula for OEM, a new ODM concept, or a specification that needs refinement?

Your notes

03 / Product configuration

Dosage format, serving size, ingredients under consideration, flavor and dietary preferences.

Your notes

04 / Order & packaging

Estimated packs, units per pack, stock or custom packaging, label language and delivery location.

Your notes

05 / Decisions to discuss

Formula questions, sample objectives, testing requirements and documents your team needs.

Your notes

YOUR FIRST ORDER

Compare the scope. Then compare the quote.

Ask for assumptions and exclusions alongside the price. Record the agreed specification version so that every quote describes the same product.

Batch size & minimums

Separate the manufacturing batch minimum from bottle, label, carton and ingredient minimums. Ask what changes if the quantity changes.

Your notes

Samples & development

Confirm sample purpose, versions, number of revision rounds, development fees and what remains to be checked at production scale.

Your notes

Schedule & dependencies

Record material availability, artwork approval, sample approval, testing time and production scheduling separately. Confirm the starting point for each lead time.

Your notes

Quality & documentation

List the agreed specification, test plan, responsible laboratories and batch records. Identify who reviews each document and authorizes release.

Your notes

Commercial handover

Confirm quotation validity, payment milestones, shipping scope and delivery responsibilities. Record what is included and excluded.

Your notes
