



Prairie and Northern Originals

## Application for Marketing Assessment

Tel: 204.784.8263

Email: [info@uniquelymanitoba.ca](mailto:info@uniquelymanitoba.ca)

[www.uniquelymanitoba.ca](http://www.uniquelymanitoba.ca)

**Do you want to increase your reatail sales?  
Are you ready to test the wholesale market?  
Would you like to help in growing your business?**

### Uniquely Manitoba offers you

- A product assessment process with written feedback on your product's marketability, pricing, packaging, promotional materials, and more.
- Training and advice in marketing, exporting, merchandising, and displaying your work. Receive the "Small Business Guide", a manual filled with ideas and suggestions for getting your product to larger markets.
- Exposure in the **Uniquely Manitoba Virtual Gift Show**, a retail/wholesale show held online. Exposure on the world wide web – open your business to a global marketplace. Hundreds of buyers for specialty shops, gift shops, galleries, tourist venues and large corporations from Manitoba, neighbouring provinces and the northern United States receive monthly newsletters with links to our virtual gift show.

**Please note:** Products do not have to be mass-produced.

**To receive more information about this exciting opportunity please contact:**

Marilyn Gault, Project Director  
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Website: [www.uniquelymanitoba.ca](http://www.uniquelymanitoba.ca)

### Product Assessment

#### What is it?

Our product assessment process gives you a full written report addressing the quality, workmanship, pricing, marketability, packaging and promotional material of your product. It will provide recommendations and suggestions in each area to assist you in offering a high quality product presented in a professional manner at a competitive price. Items do not have to be mass-produced – one of a kind are most welcome.

#### Why should I get a product assessment?

- The written report will provide you with practical suggestions for developing and marketing your products.
- To be considered to take part in the Uniquely Manitoba Virtual Gift Show and Annual Catalogue.

#### What will this cost me?

\$84.00 (includes GST). This fee includes assessment of up to three product samples, and a written report on your product(s) (approx. 3 pages), which will offer ideas and pointers for marketing and developing your product. As well, you will be sent a copy of the "Small Business Guide" – a manual containing ideas and suggestions on setting up your business.

#### How and when do I send my product in for assessment?

- Contact us at 1-204-784-8263 or email [info@uniquelymanitoba.ca](mailto:info@uniquelymanitoba.ca) for your registration number and delivery information
- Select 1-3 best examples of your products.
- Complete the application form. (attached)
- Write a 50 word description about yourself and your products to go on our website and in the Annual Catalogue.
- Attach your promotional material
- Enclose your cheque or money order for \$84.00 made payable to Uniquely Manitoba.

