

## CRAFT AND GIFTWARE Product Review

The Product Review service is used to determine the eligibility of commercially active producers in the craft & giftware sectors for the department's programs. Commercially active producers are those who take a business approach to producing and selling their products to generate income for themselves. In addition, Product Review reports provide feedback and advice to producers that can help them in their business.

Craft and giftware 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 also 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 5 items from each different 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 Specialists are available to help if you need assistance with preparing your submission, or have any questions about the required information.

Brenda Stratton: P: 709-693-9329, E: [BrendaStratton@gov.nl.ca](mailto:BrendaStratton@gov.nl.ca)

Janet Costigan: P: 709-729-7071, E: [costigan@gov.nl.ca](mailto:costigan@gov.nl.ca)

Your complete submission package should be sent / delivered to:

**Product Review – Craft & Giftware**  
**Department of Business, Tourism, Culture and Rural Development**  
**2<sup>nd</sup> Floor, West Block, Confederation Building**  
**P.O. Box 8700, St. John's, NL A1B 4J6**  
Attn: Janet Costigan



The information contained on this application will be seen only by the staff of the Department of Business, Tourism, Culture & Rural Development and Product Review Committee members.

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 residents of Newfoundland and Labrador (including the owner), who are: Full time        _____        Part time        _____ Contractual    _____        Piece-workers    _____  Number of workers who are residents of another province or country: _____	
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"/> Want to apply to department funding programs <input type="checkbox"/> Want to participate in the Wholesale Marketing Program <input type="checkbox"/> Want to participate in the Crafts of Character Branding Program <input type="checkbox"/> Want some feedback on product 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 Business, Tourism, Culture and Rural Development 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;
  - share my contact information with a third party when the department believes it would be to my professional advantage. (For example, if a consumer or retailer is looking for a producer making products in your specific medium or product category).
- 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 Business, Tourism, Culture and Rural Development is not responsible for any loss of or damage to product samples submitted during shipping of the product to or from the department.
  - 4) If I am applying to use the Crafts of Character Brand and I am approved, I consent to having my name and contact information posted on a producer profile page on the Crafts of Character website.

By signing, I acknowledge and accept the above Notice.

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

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

## Privacy and Confidentiality Notice

We will only use the personal information collected or provided as part of this application process for purposes directly related to the operation of the relevant programs and for statistical reports.

Information you provide us in confidence, both personal and business-related, will be kept confidential unless:

- you approve its release, or
- we are required or authorized by laws such as the *Access to Information and Protection of Privacy (ATIPP) Act* to release it.

If you have questions regarding privacy and confidentiality, contact the Access and Privacy Coordinator, Department of Business, Tourism, Culture and Rural Development, phone (709) 729-7000 or email [BTCRD@gov.nl.ca](mailto:BTCRD@gov.nl.ca)

**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 craftsperson
- 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 your original design, based on a traditional design, or uses/copies elements of another design (for example a reproduction/replica)?

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 changed or adapted the patterns, etc. to create your own personal style?

Yes  No

If yes, please explain how.

Have you ensured your product complies with all relevant federal, provincial and municipal legislation & regulations?

Yes  No

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

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

Yes  No If yes, please attach a copy of the letter.

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 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 do 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?**

Yes  No

**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.*

- Business Cards
- Hang tags
- Artist profile

- Brochures
- Web site
- Social Media (specify):

Other:(specify)

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

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

**Do you have a written consignment agreement with those retailers to whom you consign work?**

**Please list where you sell your products (or plan to sell your products if you are in the start-up stage):**

Direct retail sales from my studio:  Yes  No

Retail shows/fairs and locations:

Wholesale shows and locations:

List other outlets/venues currently selling your work: (such as retail stores, catalogues, web sites, sales rep, etc.). For shops and websites carrying your products indicate whether you wholesale to them or they take your products on consignment.

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