



How To Manufacture, Market & Sell A Product To Form A Viable Business Jack Terrazas

Having introduced over \$300 million in new products, Jack is going to discuss how to cost-effectively produce, market and sell your product to create a viable business.

Beyond The Patent:

Obtaining a patent is just the beginning. But where and how you go from there can be both an extremely time consuming and costly endeavor unless you take the right steps.

With over 35 years' experience orchestrating the strategic, marketing, sales and business planning functions for both \$100M+ companies and start-ups, Jack will take the mystery out of launching your product. Capitalizing on his vast array of engineering, manufacturing, sales, marketing and buyer relationships, Mr. Terrazas will explain how to prove commercial viability of your product to enable you to raise capital to grow your business!

Establishing The Right Business Model Is First Priority:

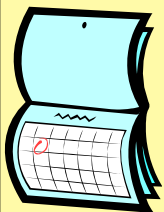
Having personally presented and sold hundreds of products to buyers at Target, Walmart, Home Depot, Lowe's, Costco, Sam's, HEB, Kroger, QVC, Bed Bath & Beyond and dozens of other retail chains, Jack will touch on the entire 'pre-market entry' process of concept refinement, market research, branding, packaging design, pricing and positioning, in-store and online merchandising and other marketing communication requirements.

Then he will explain the key functions of a business model from engineering, manufacturing and quality assurance to production planning, logistics and order fulfillment. Having these fundamentals in place will assure knowing your true cost of doing business so you price your product for optimal profitability.

See one of Jack's products he is currently marketing at [DrySafer](#) and on a [news release](#).

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

Note: [This will be a live Skyped Presentation.](#)



Wed., March 13, 2019

5:30-6:30 Networking; 6:00-6:30 Q&A; 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org

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