

Product Assessment Application Checklist

What You Need to Submit

Please check off boxes and include this form with your application:

- [] **A minimum of 6 items in each medium**, produced within the last 12 month period. Submissions should be limited to two mediums. These pieces should be representative of your *current* work. Please note: If you wish to market any products through the Centre they must be seen by the committee. If your work should change significantly in medium or design, or if you introduce new products, **they must be seen by the committee.**
- [] **A sample of your packaging and promotional literature.** Business cards, hang tags, special care instructions, materials tags, etc. must be included if you have them.
- [] **Any other printed materials you think important in order to understand your work.** They may include newspaper or other media attention, your C.V., press kits, catalogues, etc.
- [] **Retail pricing on each item.**
- [] **Your application form, completed in FULL**
- [] **Payment**, addressed to the Cape Breton Centre for Craft and Design

Cape Breton Centre for Craft and Design
Box 1686, 322 Charlotte Street
Sydney, NS B1P 6T7

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Cape Breton Centre for Craft and Design
Product Assessment Application
April 2015

Cape Breton Centre for Craft and Design

Application for Product Assessment

This application is designed to help the Centre for Craft and Design understand your craft and/or your craft business in order that we may help you succeed in your goals. Please read every question **carefully and answer each one**. Feel free to attach any other information (resumes, press clippings, etc.) that might help us to understand your craft and/or your craft business. Incomplete applications will be returned to the applicant and not submitted for product assessment.

Name: _____

Business Name: _____

Address: _____ City/Town: _____

Prov.: _____ Postal Code: _____

Phone (daytime): _____ Email: _____

Website: _____

Are you a current member of Cape Breton Centre for Craft and Design? ___ Yes ___ No

Product Description (general)

Please list the name, retail price and description of the samples you have submitted. (Minimum of six items) **In your description please include:**

- ✚ How items are made? (i.e. techniques, processes, equipment, tools)
- ✚ Are any parts of your product not created by yourself?
- ✚ What materials do you use in making your products?
- ✚ What parts of these items (if any) are pre-purchased components? (i.e. hooks, hinges, bases)
- ✚ Where do you obtain your materials?
- ✚ Where do your designs come from? Are they your own or traditional designs?
- ✚ If your designs are not your own, where do you get them from (patterns, books, etc.)?
- ✚ What do you feel makes your product unique?

This page must be returned to Cape Breton Centre for Craft and Design

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1. Item name _____ Retail Price _____

Description (please include the information requested on page 2 of the application)

2. Item name _____ Retail Price _____

Description (please include the information requested on page 2 of the application)

3. Item name _____ Retail Price _____

Description (please include the information requested on page 2 of the application)

This page must be returned to Cape Breton Centre for Craft and Design

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4. Item name _____ Retail Price _____

Description (please include the information requested on page 2 of the application)

5. Item name _____ Retail Price _____

Description (please include the information requested on page 2 of the application)

6. Item name _____ Retail Price _____

Description (please include the information requested on page 2 of the application)

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Craft Education and Training

Some craftspeople have formal education and training in their craft. Others may have taken workshops or apprenticed. Some may have learned their craft from books and are self-taught.

We would like to know if you have had any training in your craft and/or running a craft business. Please describe how and where you learned your skill and how long you have been practicing your craft. (Feel free to attach a resume if necessary)

Your Craft Business

Please complete this section if you presently sell your work or are hoping to do so in the near future.

1A. Are you currently selling your work? _____

1B. If no, please proceed to question 2. If yes, how long have you been selling your work?

1C. Where do you sell your work? Please describe where and whether you sell retail, wholesale or consignment. _____

1D. What are your average annual sales? (optional)
(This information will be kept confidential) _____

1E. Do you employ anyone? What tasks do they perform and how many hours per week do they work? _____

2A. If you are not presently selling your work but hope to do so, please describe how and where you would like to sell your work. _____

2B. Are you hoping to make your craft business a full-time or part time business? Please give details. _____

3. Do you have a business and/or marketing plan for your craft business? If so, could you provide us with a copy? (optional) _____

This page must be returned to Cape Breton Centre for Craft and Design

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You and the Cape Breton Centre for Craft and Design

Why are you applying for product assessment? _____

Are there any specific programmes and marketing opportunities offered by the Centre that you are hoping to access if your work passes assessment? (i.e. craft shows, exhibitions, visitor information displays, website) _____

The Centre for Craft and Design offers programmes for craft development ranging from craft skills workshops to craft business educational opportunities. In order that we may understand the educational needs of our membership, we would like to know which craft skills and/or business training opportunities you would like to access in order to further develop your work. Please list:

Is there any other way you feel the Cape Breton Centre for Craft and Design can help you achieve your craft goals? If so, please share them with us. _____

A successful submission for product assessment does not mean automatic inclusion in marketing opportunities presented by the Centre, including representation in the Centre's the Gallery Shop. Inclusion in the Gallery Shop is determined by careful consideration of many factors including (but not limited to) availability of space, display requirements, price point, presentation, consumer demand.

Artisans wishing to retail their work through the Cape Breton Centre for Craft and Design Gallery Shop must reside in Cape Breton at least six months per year.

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