

## Illustrate the Contents of a Market Requirements Document (MRD)

An MRD should address four key areas. Here is a tabular overview of each section. This illustration builds on the Play Doggie Play LLC scenario illustrated in the Initial Project Charter. ***This example is followed by a blank MRD template for use in this Lab.***

Section	Title	Contents
1	Market Segment	<ul style="list-style-type: none"> <li>• Targeted Market Segment: Focus on the United States market</li> <li>• Specific Buyers and Users: Those who are concerned with safety for their dog and desire secure on-line ordering <ul style="list-style-type: none"> <li>○ Desire safe and fun toys for their dog</li> <li>○ Cautious of dog toy products not manufactured in the United States</li> <li>○ Focus is on the nuclear family as the primary targeted segment</li> </ul> </li> </ul>
2	Market Problem	<ul style="list-style-type: none"> <li>• Some dog toys are harmful and can injure your dog</li> <li>• Owners want toys that satisfy the dogs need to play, are durable, not dangerous to the dog's health, and not toxic</li> <li>• Buyers want a blend of toy products and are willing to pay for quality</li> </ul>
3	Market Requirements	<ul style="list-style-type: none"> <li>• Desired toy types include: <ul style="list-style-type: none"> <li>○ Training toys</li> <li>○ Chew toys</li> <li>○ Squeaky toys</li> <li>○ Stuffed plush toys</li> <li>○ Rope toys</li> </ul> </li> <li>• Buyers want toys that are: <ul style="list-style-type: none"> <li>○ Certified as safe</li> <li>○ Passed rigid testing and have proven durability</li> <li>○ Reasonably priced</li> <li>○ Available on-line</li> </ul> </li> <li>• Success measure include: <ul style="list-style-type: none"> <li>○ Ease of ordering—should require no more than 10 minutes to complete an order</li> <li>○ On time delivery within 72 hours</li> <li>○ Secure payment systems</li> <li>○ Product bundle choices and varieties</li> </ul> </li> </ul>
4	Prioritization	<ul style="list-style-type: none"> <li>• Prioritize each listed requirement against the perceived market importance <ol style="list-style-type: none"> <li>1. Safety certification</li> <li>2. Product bundle options and ease of ordering</li> <li>3. On-time delivery</li> <li>4. Secure payment system</li> </ol> </li> </ul>

Section	Title	Contents
1	Market Segment	<ul style="list-style-type: none"> <li>• Targeted Market Segment: United States pet owners, with primary focus on families who own dogs and value safety, quality, and convenience.</li> </ul> <p>Specific Buyers and Users:</p> <ul style="list-style-type: none"> <li>• Dog owners concerned about toy safety and toxicity</li> <li>• Parents purchasing toys for family pets</li> <li>• Buyers who prefer secure online ordering</li> <li>• Consumers seeking durable, fun, and safe toys</li> <li>• Customers cautious of products manufactured outside the U.S.</li> </ul>
2	Market Problem	<ul style="list-style-type: none"> <li>• Market Problem:</li> <li>• Many dog toys on the market are unsafe, too small, or contain toxic materials.</li> <li>• Existing products may pose choking or ingestion risks.</li> <li>• Dog owners struggle to find a trusted, bundled solution that combines safety, durability, and variety.</li> <li>• Buyers want higher-quality toys and are willing to pay more for products that protect their pets.</li> </ul>
3	Market Requirements	<ul style="list-style-type: none"> <li>• Market Requirements:</li> <li>• Training toys</li> <li>• Chew toys</li> <li>• Squeaky toys</li> <li>• Stuffed plush toys</li> <li>• Rope toys</li> <li>• Certified safe materials</li> <li>• Rigorously tested for durability</li> <li>• Non-toxic construction</li> <li>• Reasonably priced</li> <li>• Available through online purchasing</li> <li>• Ordering process takes no more than 10 minutes</li> <li>• Delivery within 72 hours</li> <li>• Secure online payment system</li> <li>• Multiple product bundle options and varieties</li> </ul>
4	Prioritization	<ul style="list-style-type: none"> <li>• Requirements Prioritization:</li> <li>• Safety certification</li> <li>• Product bundle options &amp; ease of ordering</li> <li>• On-time delivery</li> <li>• Secure payment system</li> </ul>