**Market potential of the product** - A process is considered commercially successful when it produce high yield of any fermentation product

1. The selling price of the product should be such that it recover the production cost with satisfactory profit
2. On the other hand, the demand or market potential of the product decide to what extent product should be produce.
3. There are two ways to equate demand and supply product. First, whether the market for the product may already exist or not and the same product has previously been sold by others or presently under selling. Second, what is the potential of establishment of market for a newly discovered fermentation product which has not been sold previously in the market i.e. it is required to establish a market for that product
4. Placement of any new fermentation product in the market is a time consuming and costly affair as it require approval by the government agencies like Food and Drug Administration or other before they introduced in the market
5. Sometimes, due to fewer uses and less demand of certain fermentation products, it not easy to place it in the market
6. The market of some products already exists due to consumers' acceptability and long term persistence of these products in the market
7. Market potential, production cost, market demand and sale and competitions amongst existing products are important aspects to be consider at the time of launching a new product in the market
8. Many fermentation products are not sale directly in the market but used internally for an industrial concern. For example, a company that manufactures and sells product A might produce B by fermentation of C, followed by a chemical conversion of the B to A.
9. On the other hand, a fermentation product can be sold directly to a different industrial used which chemically transforms the fermentation product before sale in the market. Doing so, it is possible to reduce the extra costs of advertising, packaging, and distribution to retail outlets which apply to fermentation products marketed directly to public. Addition to this, generally it do not require any trademark, proprietary name and generic name
10. Foreign sales present an added market potential for many fermentation products. For example, exporting product and selling in the foreign marker and on the other hand, manufacturing the same product in foreign country and selling in their market makes a wide difference in the profit

Reference

NMEICT-MHRD (Govt. of India) Project on - Creation of e-Contents on Fermentation Technology