Name: _____Class_____ Date: _____

Activity 17: Results of Market Research

In Lesson 8, you created a plan for conducting your market research. In order to complete the business plan you will be writing in Activity 18, you will need to carry out your market research. The worksheet below will help you evaluate and summarize what you learn by doing this research. If you are taking this course for a grade or for credit, you will turn in this assignment to your advisor or teacher. Be sure to keep a copy for yourself, so you can refer to it as you write your business plan.

Report on Market Research

1. How well do you feel you met your goals for market research? Explain your answer in detail.

2. List/describe the types of information you gathered about your prospective customers and the sources of this information.

3. List/describe the types of information you gathered about your competitors and the sources of this information.

(This is a fill-in PDF form. You may type your answers into the blanks, then print. Or you may print the form and fill it in by hand. For course credit, submit the form to your teacher.)

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4. Describe any customer surveys you conducted and how they were carried out. (Attach copies of your survey(s) to this worksheet.)

5. Describe your target customers, including their ages, gender, occupations, needs, interests, and where they are located. Explain why you feel they will buy your product.

6. How many of these target customers are within your reach? Give some idea of the size of the market for your business and what percentage of the market you feel you will be able to influence.

7. Describe your top 3-5 competitors, including their location and the current percentage of the market you believe they now influence. How do you plan to convince customers to buy from you instead of your competitors?

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