Entrepreneurship: Market Research

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Topic / Product / Industry: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Pre-Research**

List the objective of your product:

|  |
| --- |
|  |

What industry or market(s) do you believe your product belongs in:

|  |  |
| --- | --- |
|  |  |

Who do YOU think will be your key competition (this includes direct competitors or substitute products):

|  |  |
| --- | --- |
| Competition | What are they good at? |
|  |  |
|  |  |
|  |  |
|  |  |

**Research**

Use the following websites to help find industry & product specific information.

[www.bizstats.org](http://www.bizstats.org) – For information on specific industries (such as average sales, average Return on Sales, etc.)

[www.zipskinny.com](http://www.zipskinny.com) – Provides a detailed profile of a market by ZIP code

[www.chamberofcommerce.com](http://www.chamberofcommerce.com) – Local demographic info and business support services

[www.census.gov](http://www.census.gov) – Click “American Fact Finder” for search options.

[www.claritas.com](http://www.claritas.com) – Focuses on market segmentation

|  |  |
| --- | --- |
| Key Ideas | |
| Topic | Details |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |