Entrepreneurship: Market Research

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

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

**Pre-Research**

List the objective of your product:

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

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

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

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| Key Ideas |
| Topic | Details |
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