**2. MARKET RESEARCH**

**2.1 Market Research**

*What industry does your business belong to? Describe why your business fits within this industry.*

*What is the size of that industry? (For example: revenue, services providers, and industry trends)*

*What is the size of your potential target market?*

*What data did you find that supports your business opportunity?*

**2.2 Target Market**

*Based on your research, describe your market segment within your target market. Be as detailed as you can, using the following guiding questions.*

Demographics: *What objective social and economic facts did you find?*

Geographics: *Where do your customers live, or where are businesses located?*

Psychographics: *What are some psychological characteristics (attitudes, beliefs, interests, etc…) of your customers?*

*What are the buying patterns for your target market?*

**2.3 Competitors**

*Which direct competitors run similar businesses? Describe these competitors in detail.*

*Which indirect competitors fulfill the same want or need with a different business? Describe these competitors in detail.*

**2.4 Competitive Advantage**

*Describe your competitive advantage, or what makes your business better than your competitors? Use the following guided questions to help identify potential differentiators for your business:*

* *What product or service can your business provide that your competitors don’t?*
* *What mix of products or services can your business provide that your competitors don’t?*
* *What specialized selling or delivery method can give your business a competitive edge?*
* *In what unique ways can your business meet customers’ wants or needs?*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Your Business | Competitor A | Competitor B |
| Factor 1: |  |  |  |
| Factor 2: |  |  |  |
| Factor 3:  |  |  |  |

*List your three competitive advantages that put you ahead of the competition. Go beyond price.*

**2.5 Business Growth**

*What trends in your industry could provide additional opportunities for growth?*

*What next steps would you take to grow your business and/or making it operational?*

**2.6 Challenges**

*What trends in your industry could provide potential challenges to your business?*

*What barriers to starting this business exist? What additional education or training could you pursue to overcome these obstacles?*