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Market Analysis Worksheet

What product or service is the subject of this market analysis?

Describe your target consumer.

Where can you find additional data on your target customer and their buying/ service-utilization behavior (related to your target market)?

What is your geographic target market?

What businesses/organizations/agencies (the competition) currently operate in this market?

To whom can you speak to learn more about these competitors?

What competitive advantage (think back to your “core competencies”) does your business/organization possess in relation to this market & competition?

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What is the pricing structure of the products and/or services that will be the subject of your market analysis, and where can you find this information, if you do not already have access to it?

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