



Excerpted from
FastTrac® NewVenture™



TAKE CHARGE OF YOUR BUSINESS®

A program of the Kauffman Foundation



What Market Research Information Should I Collect?

Check the box that indicates the information you will research for your business.

Industry Profile

- Size of industry
- Growth potential
- Expected gross margin percentage
- Expected profit
- Seasonal trends that impact the industry
- Economic trends that impact the industry
- Other industries whose trends impact the industry
- Distribution channels
- Other _____

Customer Profile

- Size of group
- Gender differences
- Age
- Race
- Education levels
- Income levels
- Marital status
- Number of children
- Number, type of pets
- Occupation
- Media or publications frequently read
- Industry or market segments
- Number of employees
- Length of time in business
- Products/services outsourced
- Geographic location
- Other _____

Customer Spending Habits/Patterns

- Average dollars spent per month or per year on specific products/services
- How often they buy/use similar products/services
- Number of cars or homes owned
- Home owner or renter
- How disposable income is spent
- Purchases made in person, by catalog, by phone, or over the Internet
- Payment type for goods or services (cash/credit)?

- Average amount of debt
- Bulk or seasonal buying
- Proposal or bidding process to buy products/services
- Outsource functions and production to suppliers/vendors
- Local, national, or overseas buying
- Other _____

Customer Motivational Patterns

- Perceptions of similar products or services
- Product or service qualities/characteristics valued
- Preference for superior service, convenience, or low price
- Typical decision maker (position, gender, or user)
- Purchases dependent on others' perceptions (peers, friends, family)
- Other _____

Competitive Profile

- Direct and indirect competitors in the market
- Possible future competitors in the market
- Strengths and weaknesses (pricing, service, convenience)
- Niche in the market
- Opportunities for differentiation
- Advertising methods and results
- Annual sales and revenue
- Location(s)
- Distribution channels
- Sources for production, inventory, or services
- Other _____

Market Trends

- Political, social, environmental
- Governmental policies that may impact my business, target market, or industry now or later
- Economic factors that may influence the market now or later
- Other _____