

## Second Milestone :- Market Analysis & Competition Template

### Market Overview

- Provide an overview of the target market for your business idea.
- Discuss the size, growth potential, and key trends in the market.
- Identify any specific market segments or niches that you will focus on.

### Customer Analysis

- Define your target customers in more detail.
- Analyze their demographics, preferences, and behaviors.
- Highlight any unique insights or needs of your target customers.

### Competitor Analysis

- Identify and analyze your direct and indirect competitors.
- Evaluate their products, pricing, distribution channels, and marketing strategies.
- Assess their strengths, weaknesses, and market positioning.

### Differentiation Strategy

- Explain how your business will differentiate itself from competitors.
- Highlight your unique value proposition and competitive advantages.
- Showcase how your offering meets the specific needs of your target customers better than competitors.

### Market Entry Barriers

- Identify any barriers to entry or challenges in entering the market.
- Discuss how you plan to overcome these barriers and establish a strong market presence.
- Consider factors such as regulations, capital requirements, and established competitors.

### Market Opportunities

- Explore potential opportunities or gaps in the market.
- Identify unmet customer needs or emerging trends that your business can leverage.
- Highlight how your business idea aligns with and capitalizes on these opportunities.

### PESTEL Analysis

- Conduct a PESTEL analysis (Political, Economic, Sociocultural, Technological, Environmental, Legal) for the market.
- Analyze the macro-environmental factors that could impact your business.
- Evaluate how each factor may present opportunities or pose threats to your business.

### SWOT Analysis

- Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for your business.
- Evaluate your internal strengths and weaknesses as well as external opportunities and threats.
- Use this analysis to inform your strategies and decision-making.

### Porter's Five Forces Analysis

- Conduct a Porter's Five Forces analysis to assess the competitive dynamics of the industry.
- Evaluate the following forces:
  - Industry Rivalry: Analyze the intensity of competition within the market.
  - Supplier Power: Assess the bargaining power of suppliers in the industry.
  - Buyer Power: Evaluate the bargaining power of buyers or customers.
  - Threat of Substitutes: Analyze the likelihood of customers switching to alternative products or services.
  - Threat of New Entrants: Assess the potential for new competitors entering the market.