

Check list MARKET RESEARCH



To guide you in your research, here are the main points to study when preparing your market research, which is essential for your business project.

The market

- ☐ Identify the type of market
 - niche
 - competitive
 - emerging
 - growing
 - declining ...
- ☐ Define the size of the market
 - local / national
 - sales volumes
 - turnover ...
- ☐ Analyse market developments - technological advances ...
- ☐ Identify barriers to entry
 - regulation
 - specific authorisations
 - financial needs ...
- ☐ Other

Targeted customers (demand)

- ☐ List the characteristics demographic
 - age
 - sex
 - SPM
 - average income ...
- ☐ Identify consumer needs, equipment rate ...
- ☐ Study the sensitivity
 - at the price
 - to quality
 - to quantity ...
- ☐ Observe the fashion and habits of consumption
- ☐ Analyze purchasing behaviors
 - Impulsive/reflective
 - remote/on site ...
- ☐ Define the catchment area
 - Where do the customers come from?
 - Where do they live? ...
- ☐ Other

Competition (the offer)

- ☐ Identify existing competition and potential new market entrants
 - enterprises
 - location
 - type of products
 - turnover figures ...
- ☐ Study the strategy of competition, its specificities
 - What are their strengths and weaknesses?
 - What is their image?
 - What are their market shares?
 - What are their prices?
 - What is their distribution mode?
 - How do they communicate?
- ☐ Identify your competitive advantages
 - product
 - range
 - prices
 - distribution
- ☐ Other