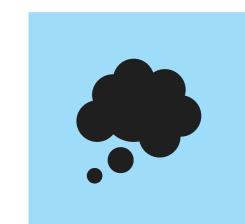


Says

What have we heard them say? What can we imagine them saying?

Thinks What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Market Opportunity analysis is a kind of business planning that emphasizes on discovering future opportunities and evaluting the company's technological, financial and competitive willingness to make use of them.

Market opportunity analysis is the process of researching where and how you can reach more potential clients or grow your revenue share.

It involves identifying competitions, understanding your audience, and uncovering potential risks. It helps the company to stay ahead of the competition due to the introduction of customeroriented products.

Market needs refer to the functional needs, desires and goals of a target audience.

when marketing professionals begin to define the market needs for ther audience or product, they may follow a few different strategies depending on their goals and objectives.

> A company may identify an area of the market with unmet needs and create products or service that addresses them.

The biggest drawback of

is that it can be riskly and

costly. Companies must

invest time, money and

resources into researching,

products into new markets.

developing and launching

having a market opportunity

MARKETING SUCCESS

Mind map

There are a number of strategies a company can put to work to increase market share. These include improving innovation, building and solidifying custome loyalty, employing other companies, deploying effective advertising, and pricing products and services efficiently.

demand, you must identify consumer segments that share common characteristics.

These companies continue to expand their brands across new global markets. That's the perfect example of market development.

Does

What behavior have we observed? What can we imagine them doing?

TO understand your

The disadvantages of the market development are requires capital investment: Usually, expansion involves financial investment.

There may be a shortage of cash to meet expansion costs. Taking on more and more work to generate more income places additional pressure on your premises and staff. Management may be under pressure, operating reactively rather than proactively.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

