

# GROWING YOUR OWN BUSINESS: A WORKBOOK

## EXERCISE 3.8

### MARKET RESEARCH

Does your (ongoing) market research cover:

- |                               |         |        |
|-------------------------------|---------|--------|
| Market size?                  | [ ] Yes | [ ] No |
| Market structure?             | [ ] Yes | [ ] No |
| Market trends?                | [ ] Yes | [ ] No |
| Market potential?             | [ ] Yes | [ ] No |
| Market share?                 | [ ] Yes | [ ] No |
| Market stability/volatility?  | [ ] Yes | [ ] No |
| Competitor activity?          | [ ] Yes | [ ] No |
| Competitor prices?            | [ ] Yes | [ ] No |
| Competitor products/services? | [ ] Yes | [ ] No |
| User attitudes/behaviour?     | [ ] Yes | [ ] No |
| Government factors?           | [ ] Yes | [ ] No |
| Economic factors?             | [ ] Yes | [ ] No |
| Demographic factors?          | [ ] Yes | [ ] No |
| Future trends:                |         |        |
| > Economic?                   | [ ] Yes | [ ] No |
| > Technological?              | [ ] Yes | [ ] No |
| > Cultural?                   | [ ] Yes | [ ] No |
| > In your industry?           | [ ] Yes | [ ] No |