TARGET MARKET ANALYSIS

DESCRIBE THE IDEA:

1. WHAT WILL THE CONCEPT BE USED FOR?
2. WHERE ARE SIMILAR CONCEPTS USED AND SOLD?
3. WHERE DO MY PROSPECTS GO FOR RECREATION?
4. WHERE DO MY PROSPECTS GO FOR EDUCATION?
5. WHERE DO MY PROSPECTS DO THEIR SHOPPING?
6. WHAT TYPES OF NEWSPAPERS, MAGAZINES, AND PERIODICALS DO MY PROSPECTS READ?
7. WHAT RADIO AND TV STATIONS DO MY PROSPECTS WATCH AND LISTEN TO?
8. WHAT INTERNET SITES DO MY PROSPECTS VISIT?
9. WHAT PRICE CAN MY PROSPECTS AFFORD? WHAT SERVICE DO THEY EXPECT FOR THAT PRICE?